

# Mohamed Aburar S

A motivated digital marketing fresher with hands-on experience gained through training, internship and personal projects. Skilled in campaign planning, SEO and ad management using tools like Meta Ads Manager and Google Ads. Eager to apply my learning to real-world scenarios and contribute to growth-oriented digital strategies within a dynamic organization

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## Executive Profile

- Results-oriented and enthusiastic digital marketer fresher with hands-on experience gained through training, personal projects and online programs.
- Executed on-page and off-page SEO strategies such as keyword research, meta tag optimization, blog posting and link-building to enhance website visibility.
- Planned and ran Meta ad campaigns to promote personal portfolio and project content, learning audience targeting, ad design and performance monitoring.
- Practiced identifying target keyword and creating optimized content to improve click-through rates and search ranking during coursework and practice tasks.
- Familiar with tools like Google Analytics and Meta Ads Insights to track traffic, user behavior and campaign effectiveness.
- Applied A/B testing basic and performed SEO audits to improve website structure, meta tags and keyword placement.
- Strong ability to combine technical and creative skills to support brand presence, with a commitment to learning and adapting in a real-world marketing environment.

## Key Impact Areas

- SEO Optimization
- Keyword Strategy
- Google Ads Campaign
- Meta Ads Campaign
- Performance Tracking

## Projects

- **Facebook Ad Campaign** : Planned and set up a complete mock traffic campaign to promote my personal portfolio using Meta Ads Manager. Designed ad creatives, configured audience targeting, optimized delivery settings and analyzed projected performance using Meta Ads Insights. Gained practical, hand-on experience in campaign setup and understanding key advertising metrics.
- **Off-page SEO and Link Building** : Practiced basic off-page SEO by sharing my personal portfolio link across social media platform to improve visibility and indexing. Gained experience in understanding the role of external linking and online presence in improving search rankings.
- **Google Analytics Integration and Mointoring** : Connected Google Analytics to personal portfolio website to track user activity. Successfully completed setup and verified real-time tracking. Gained hands-on experience analyzing traffic sources, user engagement and key performance metrics through GA4.
- **SEO-Optimized Personal Portfolio** : Designed and developed my own personal portfolio website with focus on SEO best practices. Implemented on-page optimization techniques including keyword integration, meta tag customization, resposive design and content structuring to improve visibility and search engine rankings.

## Soft Skills

- Critical Thinking
- Problem Solving
- Adaptability
- Quick Learner

## Achievements

- First Place – Internal Hackathon for innovative group project development and presentation.
- Third Place – Paper presntation at PCRA Workshop conducted by Petroleum Conservation Research Association.
- Certificate in PIC Microcontroller for completing hands on training in emedded systems and microcontroller programming.
- Completed Junior Grade Typewriting with First Class certification.

## Technical Skills

- Google Analytics
- On-page SEO optimization
- Off-page SEO optimization
- Buffer
- Meta Manager
- Canva
- Google Ads
- HTML and CSS, JavaScript

## Experience (Internships)

**Company Name: Octanet Services Private Limited | March'24 – April'24**

### Web Development Intership

- Completed a one month internship in Full stack web development internship, gaining hands on experience in both frontend and backend technologies.
- Build responsive and functional projects independently, applying core concepts learned during training.
- Received mentor feedback on each project to improve code quality and practical development skills.
- Gained exposure to RESTful API development, server-side routing and user input validation through project work.
- Strengthened ability to work independently, follow technical instruction and meet deadlines in a remote setup.

**Company Name: Futurik Technologies | July'23 – August'23**

### Full Stack Development

- Completed a one month in person internship in Full stack development with a focus on front-end technologies.
- Learned and practiced HTML, CSS and Bootstrap through guided sessions and small projects.
- Gained hands-on-experience in building basic responsive web pages. Received an internship completion certificate.

## Education

- Bachelor of Engineering in Electical and Electronics Engineering  
SSM Institute of Engineering and Technology (2020- 2024)  
Percentage : 77
- 12<sup>th</sup>(2020), 10<sup>th</sup> (2018), Tamil Nadu State Board, Tamil Nadu

## Certifications

- SEO Certification (Hubspot Academy)
- Google Analytics Certification (Google / Skillshop)
- Full Stack Web development (Udemy)
- Basic of Industrial Robotics – Yaskawa Motoman, AGIIT.
- Web Development using ASP.NET – Phoenix Softech.



### Personal Details

**Languages Known:**Tamil and English

**Address:** Chennai, Tamil Nadu, India