

MD NAUSHAD ALAM



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JOB OBJECTIVE

I am a professional Digital Marketing Executive with 4+ years of experience. Good track record of success through strategic customer operations, strong leadership ability to meet goals. I possess excellent communication skills (verbal and written) interpersonal and analytical skills; ability to develop and leverage relationships at all levels the organization.

PROFILE SUMMARY

- Master in Computer Application working with top digital brands in domains including Education, Real Estate, Doctors, pharmaceutical, Tour & Travels and many more.
- Communicate with clients about their needs, products, business goals, and desires to create campaigns.
- Designed, developed and implemented marketing and sales campaigns, with emphasis on negotiation, account management and strategic marketing
- Create pay-per-click marketing campaigns.
- Test and analyze the performance of PPC campaigns to determine efficiency and effectiveness.
- Optimize marketing campaigns for the best performance based on reports.
- Manage budget for each client to stay within limits and avoid overspending while also utilizing the budget to the maximum potential to give the client the most for his or her money.
- Monitor work for quality Leads.
- Ensure team members reach deadlines and stay on budget.

PrimeZone Services Pvt Ltd
PhiStream Consulting Pvt Ltd
VRA Techno-tube LLC

Digital Marketing Executive
Digital Marketing Executive
Digital Marketing Executive

May 2018 to 31-Dec 2020
July 2017 to April 2018
Sept 2016 to June 2017

- Last worked as Digital Marketing Expert at PrimeZone Services Pvt Ltd.

Key Projects & Achievement

- Create pay-per-click marketing campaigns for Various Project like Doctors, pharmaceutical, Electronics.
- Test and analyze the performance of PPC campaigns to determine efficiency and effectiveness.
- Designed, developed and implemented marketing and sales campaigns, with emphasis on negotiation, account management and strategic marketing
- Creates Effective Organic Search strategy to boost keyword position, organic traffic and conversion.
Performs keyword research in-line with business needs to optimize existing content
- Off-site Authority Building: Implement various Link Building & coordination with SEO Goals.
- Optimize Website Using Google Analytics to increase ranking and traffic.
- Conducting regular competition analysis and recommending the plan of action
- Coordinate with Product, Technology and Design teams to make exceptional landing pages that are Effective in lead capturing and improve user experience.
- Optimize marketing campaigns for the best performance based on reports.
- Manage budget for each client to stay within limits and avoid overspending while also utilizing the budget.
- Monitor work for quality Leads.

➤ **Project Working**

<https://hivtesting-counselling.org/>
<https://efficientadv.com/>
<https://www.cilory.com/>
<https://shop.miamidolphins.com/>
<https://www.coachmastersacademy.com/>
<https://www.godrejproperties.com/>
<https://holidaysbysaudia.com/>
<https://www.advanceinnovationgroup.com/>
<https://www.allensolly.com/>
<https://www.bestmbbsmd.com/>
<https://bihardilmein.com/>
<https://www.pepforhivtreatment.com/>
<http://victoryyatch.com/>
<https://www.eventoss.in/>
<https://www.vsruniversalexpress.com/>
<https://www.daraz.lk/>
<https://www.evisasonline-turkey.com/>
<https://www.govizz.com>
<https://www.greycampus.com/>
<https://www.panchmukhiairambulance.com/>

TECHNICAL SKILLS

- Analytics - Google Analytics, Net-Insight, Web-Trends, Omniture
- CMS – WordPress, CodeIgniter
- Web-Design & Coding - HTML5, CSS
- Digital Marketing - Search Engine Optimization (On-page & Off-page SEO)
- Microsoft Office - Word, Excel, PowerPoint.
- Social Media - LinkedIn, Twitter, SMO, Photoshop.
- Social Media Advertising – PPC (Google Ads), LinkedIn Ads, Twitter Ads, Ads Network.

TRAINING/ Certification

- Completed Online Digital Marketing Course from KallAda Institute, Bangalore in 2016
- Successfully Completed Google Ads Certification in 2019.

EDUCATION

2016 MCA (Master of Computer Application) from Noida Institute of Engineering Technology Gr.Noida(UP)
2013 BCA (Bachelor of Computer Application) from S.S College, Jehanabad(Bihar)
2010 12th from Maa Bageswaari College, Bihar Board
2006 10th from Gandhi Smarak School, jehanabad, Bihar Board

PERSONAL DETAILS

Present Location: DELHI

Relevant Experience: 3.5+

YEARS Notice Period: 15DAYS

Passport No: P1688394

Ready to attend interview in any location in India or Abroad (Yes/No): YES

Do you have any health issues (Yes/No): NO