

TAHSIN USMANI

DIGITAL MEDIA MARKETING / SEO
EXPERT

WORK BACKGROUND

- **Digital Marketing Lead / Head - Dec'19 to Oct'20**
TECHSTERS | Hyderabad, India
 - Handling team , assign task, making marketing strategy for all clients.
 - Run FB campaign India & Worldwide, product/brand awareness, Conversion
 - Handling and managing Adwords campaign .
 - Take care of all client analytics account for giving them weekly / monthly report .
- **Freelance SEO/ SMM Consultant - Feb'19 to Dec'19**
 - **CLIENT 1: BIOAYURVEDA | Delhi, India**
 - **CLIENT 2: Franchise Trade | Delhi, India**
 - **CLIENT 3: Zen Webnet | Delhi, India**
 - Handling team , assign task, making sales strategy.
 - Run FB campaign / Google Ads India & Worldwide, product/brand awareness, Conversion
 - Collaborating with Manager and Project manager to maximize sales / conversion .
- **SEO Expert & Marketing Manager**
Revenue Makers (Jeddah, KSA) | Jan'18 - Jan' 19
 - Develop SEO optimized content for different website to increase organic SERP.
 - Develop and managed all Social media page and drive leads through FB paid campaign for different client in KSA.
 - Delivered end to end solution from design and managed SEM/ Adwords campaign increase conversion rate
 - Collaborating with CEO and BDM to maximize marketing reach.
- **Freelance Digital Marketing Consultant - Nov'16 to Dec'17**
 - **CLIENT: Finesse Inc | Bangalore, India**
 - Develop SEO strategy, Handling and all social media accounts, done FB paid ads for reach Lead gen.
 - Drive organic traffic from FB posting.
- **Technical Consultant - Nov'15 to Nov'16**
HyperGrid(Previously DCHQ.io) | Hyderabad, India
 - Deploy cloud base server to find issues.Debug website issues (dchq.io).
 - Done internationalization (Chinese, Arabic, French, etc.) in home page.
 - Client meeting, giving demos, creating social media pages and maintaining.
- **Software Developer - Jan'14 to Oct'15**
Stratageeks Software Pvt. Ltd. | Hyderabad, India
 - Worked as Java developer and using HTML with application server Tomcat 7.0
 - Ensured the successful execution of forwarding data packets with in a nearest ad hoc networks.
 - Assisted in client presentations and pitches

EDUCATION BACKGROUND

- **Visvesvaraya Technological University, Belgaum, Karnataka.**
B.E. in Computer Science, 2012
- **Delhi School Of Internet Marketing**
Masters in Digital Marketing, 2018

AWARDS & CERTIFICATIONS

- **Google Adwords**
- **Google Analytics**
- **Facebook Blueprint**
- **Google My Business**



MY BACKGROUND

Google Analytics / Google Adwords / FB Certified Professional having 5+ years experience managing large brands online. A solid background in managing relevant keyword universe, levels of investment, keyword bidding strategies and measuring success of online marketing efforts to ensure high ROI. Experienced in managing all promotional and educational social media campaigns to optimize brand recognition, revenue and retention.

PROFESSIONAL SKILLS

- SEO & CONTENT MARKETING
- PPC & SEARCH MARKETING
- SOCIAL MEDIA MARKETING
- EMAIL MARKETING
- WEB DEVELOPMENT
- Tools : MOZ, SEMrush, Ahrefs, Google Analytics, Webmaster tools, Deepcrawl , Screaming frog ,Google Adwords, Mailchimp, Aweber, Hootsuite, Sprout Social, Instapage, Leadpages

REACH ME AT



+91-6304134827



tahsinusmani999@gmail.com



Hyderabad, Telangana