MOHD ABDUL AZHER

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PROFESSIONAL SUMMARY

- Highly driven and results-oriented professional offering **8+ years of experience in Digital Marketing, Project Management and finance** industry.
- Practical knowledge of Google Analytics and Google Tag Manager
- Project planning, risk management, time management and other project management skills
- Experience in running Facebook Ads, Instagram Ads, Google Ads and LinkedIn Ads campaigns
- Knowledge of current trends and news related to Paid Social advertising
- Data Quality maintenance and stakeholder management
- Understanding of the operation of the Paid Social channel from the business and substantive side
- Rich experience reviewing and analyzing client websites and **blogs** in preparation of detailed **SEO and SEM strategy reports**
- Noteworthy experience in creating original **SEO content** and implemented semantic **HTML for client websites**
- Expertise in working on **blogging/blog commenting, Content Writing, Writing & Editing HTML and RSS Feeds**
- Deft in implementing digital marketing activities across a broad range of digital marketing channels (**SEO, SEM, Social Media, Email, Mobile, Display)**
- Experience with modules of ERP and Master Data Workflows
- Well-versed in the concepts surrounding digital marketing and how the internet can become a strong asset to securing growing revenue
- Hands-on experience in verifying and processing all **accounts payable documents**
- Adroit in generating and distribute **monthly reports (Vlookup, INDEX, CONCATENATE…)**

KEY SKILLS

Campaign structuring	Copywriting	Analytical skills
Marketing strategy	Website & Keyword Analysis	Social Media Marketing (SMM)
Email Marketing	Lead Generation	Accounts Payable
Accounts Reconciliation	Project Management	Search Engine Optimization (SEO)
Budget Management	Search Engine Marketing (SEM)	Website Management
Finance Management	Programmatic Advertising	Financial Analysis
Affiliate Marketing	ERP (NetSuite)	Native Advertising
Storytelling Skills	Strong Visual Aesthetic	Vendor Management

TECHNICAL SKILLS

Operating Systems	Windows 2003 NT4 (2000, XP Windows 7, 8, 10 & 11)
Office Tools	Word, Excel, and PowerPoint

EDUCATION

- Master of Business Administration, Hyderabad School of Management, Osmania University - 2019 to 2021
- B.COM (Computers), Matrusri Degree College, Osmania University – 2011 to 2015
- Intermediate (CSE), Froebel's Vocational Jr. College, Osmania University – 2009 to 2011
- SSC, The Golden Jubilee English High School – 1996 - 2009

WORK EXPERIENCE

GUS Education | Specialist   **Dec'23 – Current**

Responsibilities:

- Develop and launch paid social campaigns on various platforms that adhere to the organization's budget, brand, and standards.
- Conduct audience, placement, and platform research to inform paid social strategies.
- Create advertising materials, posts, and publications.
- Forecast the budget and performance of future planned campaigns.
- Analyze and optimize ads based on KPIs.
- Report on campaign metrics and provide.
- Actionable recommendations for improvement based on those reported findings.
- Collaborate with other paid media and organic social teams to ensure strategic alignment across channels.
- Stay current with social and paid media trends and communicate these developments to leadership and marketing teams.
- Client relationship management (Handling 3 brands – Canadian and German).

Tech Mahindra Ltd | Project Manager   **Dec'22 – Nov'23**

Responsibilities:

- Plan and implement projects
- Help define project scope, goals and deliverables
- Ensure all deadlines are met personally and within the team
- Maintain knowledge of industry best practices and new technologies
- Allocate project resources
- Build out media buys for various ad platforms and oversee the day-to-day execution of paid media
- Collaborate with the teams, such as design and content, to create cohesive and effective campaigns
- Provide regular reports on campaign performance and ROI to stakeholders
- Work with cross-functional teams to ensure a cohesive approach to customer acquisition and retention across all digital channels
- Provide tactical solutions to clients and campaign audits and optimizations
- Implement and manage change when necessary to meet project outputs
- Evaluate and assess the result of the project

Zenoids | Digital Marketing Specialist   **May'19 – Dec'22**

Responsibilities:

- Managed and optimized **paid marketing campaigns** across platforms including **Meta (Facebook/Instagram), Google Ads, LinkedIn, Snapchat, and TikTok**, resulting in improved reach and engagement.
- Implemented innovative **audience targeting strategies** such as lookalike modeling, retargeting, and custom segmentation to drive qualified traffic.
- Conducted **A/B testing** on ad creatives, copy, and landing pages to identify high-performing combinations and reduce cost per acquisition (CPA).
- Developed and executed **funnel-based campaign strategies** (awareness, consideration, conversion) tailored to various customer journeys.
- Monitored **daily campaign performance metrics** such as CTR, CPL, CPM, and ROAS using tools like Google Analytics, Meta Ads Manager, and LinkedIn Campaign Manager.
- Collaborated with the design and content teams to ensure consistent branding and messaging across all paid media assets.
- Created **monthly and quarterly performance reports** for stakeholders, including actionable insights and recommendations to optimize media spend.
- Identified underperforming campaigns and made **real-time budget reallocations** to maximize efficiency and ROI.
- Ensured **compliance with platform policies and brand guidelines**, proactively resolving any ad disapprovals or delivery issues.

CHIREC International School (Shri Shakti Schools) | SEO Analyst   Dec'17 - May'19

Responsibilities:

- Implemented effective **SEO strategies** to increase website visibility across search engines, leading to improved keyword rankings and discoverability.
- Conducted thorough **technical SEO audits** to identify and resolve site performance issues such as broken links, crawl errors, and page speed optimizations.
- Analyzed key performance metrics using **Google Analytics, Search Console, and SEMrush** to make data-driven recommendations and continuously refine strategies.
- Optimized on-page elements including **meta tags, headers, internal linking, and content structure** to align with best SEO practices and improve user experience.
- Collaborated with the content team to create **SEO-friendly blog posts and landing pages**, targeting high-intent keywords to capture prospective student interest.
- Developed and maintained an **SEO performance dashboard** to monitor KPIs such as bounce rate, time on site, keyword rankings, and traffic sources.
- Executed **local SEO initiatives**, including Google Business Profile optimization and citation building, to increase visibility for regionally-targeted programs.
- Successfully drove **organic traffic growth**, contributing to a measurable increase in inquiries and enhancing the school's overall **online presence and brand authority**.

Zenoids | Digital Marketing Executive   Jan'17 - Nov'17

Responsibilities:

- Managed and executed **SEO and SEM campaigns** for clients across **US, UK, and Canada**, focusing on lead generation, website traffic growth, and increasing in-store walk-ins.
- Conducted **keyword research, competitor analysis, and on-page/off-page optimizations**, resulting in improved organic rankings and enhanced search visibility.
- Developed and monitored **PPC campaigns across Google Ads and Bing**, optimizing ad copies, bidding strategies, and landing pages to drive higher CTRs and lower CPLs.
- Collaborated with **design, content, and sales teams** to align marketing strategies with business goals, ensuring cohesive messaging across all channels.
- Leveraged **Google Analytics, Search Console, and SEMrush** to derive actionable insights, identify performance gaps, and make data-informed decisions.
- Implemented **conversion rate optimization (CRO)** techniques, including A/B testing and user behavior analysis, to improve user engagement and boost ROI.

- Prepared and presented **monthly performance reports** to stakeholders, showcasing campaign impact, KPIs, and recommendations for continued growth.

Genpact, Hyderabad | Process Associate (Accounts Payable)   **Feb'16 - Dec'16**

Responsibilities:

- Verified and processed all accounts payable documents
- Keeping track of all payments and expenditures, including payroll, purchase orders, invoices, statements, etc.
- Reconciled processed work by verifying entries and comparing system reports to balances
- Paying employees by verifying expense reports and preparing paychecks
- Paying vendors by scheduling pay checks and ensuring payment is received for outstanding credit; generally responding to all vendor inquiries regarding finance
- Continued to improve the payment process
- Generated and distribute monthly financial reports
- Supported the company in optimizing our financial transactions and systems
- Assisted in streamlining and improving the accounts payable process