

# RIZWAN RIYAZ

Bachelors in Business Management Student | Web & Digital Marketing Specialist

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## Summary

Creative Web and Digital Marketing Specialist with proven expertise in WordPress and WooCommerce website development, SEO optimization, and social media management. Skilled in leveraging data analytics and storytelling to increase online engagement and conversions. Successfully implemented Google-certified campaigns enhancing brand visibility and driving measurable growth for e-commerce and personal brands.

## Experience

<b>Glam Gustoz</b> Web Designer & Digital Marketer	Kerala, India 04/2023 - Present
A brand focused on self-care and fashion, merging mental health awareness with modern design	
<ul style="list-style-type: none"><li>Designed and managed WordPress and WooCommerce websites for personal brands and e-commerce clients</li><li>Founded and built, a self-care and fashion brand combining mental health awareness with modern design</li><li>Improved SEO, load speed, and overall website performance by 20% using airlift Software for higher visibility and smoother user experience</li><li>Planned and executed Google certified digital marketing campaigns across search and social platforms</li><li>Created digital content strategies blending design precision, analytics, and storytelling to grow engagement</li><li>Collaborated with creators, influencers and communities to build trust and expand online reach</li><li>Analysed marketing data to optimize ad spend, conversions, and audience retention</li></ul>	

<b>Oh Baby</b> Billing Executive	Kerala, India 06/2021 - 03/2023
A company focused on providing quality products and services in its domain	
<ul style="list-style-type: none"><li>Managing billing, pricing, and client records while ensuring compliance and accuracy</li><li>Strengthened customer relationships through prompt issue resolution and reliable service, leading to 25% reduction in repeat complaints</li><li>Reduced acquisition costs through effective negotiation and pricing adjustment</li></ul>	

## Education

<b>Warsaw University of Economics</b> Bachelors in Business Management	Poland 11/2025 - 06/2028
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## Certificates

 Google Digital Marketing & E-Commerce Specialization Google's comprehensive training program covering digital marketing strategies and e-commerce principles	 English Core Skills (B2 Level) Assesses English proficiency at B2 level	 100 Days of Code: The Complete Python Pro Bootcamp Intensive Python programming bootcamp lasting 100 days
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## Languages

English Read, Write, Speak

Malayalam Read, Write, Speak

Hindi Read, Write, Speak

Tamil Speak

## Skills

Web Design · SEO · WordPress · WooCommerce · e-commerce · Shopify · Google Ads · Canva · Google Analytics · Google Sheets · Microsoft Word · Microsoft Excel · Microsoft Office