

# ABDUL ELIYAS

DIGITAL MARKETER

## CONTACT

arifgng786@gmail.com  
<https://abduleliyas.github.io/website/>

## TECHNICAL SKILLS

XML, HTML & CSS  
MS Office

## TOOLS

WordPress, Pardot, Zoho Campaigns,  
SEMrush, and Canva

## LANGUAGE KNOWN

English  
Tamil  
Hindi  
Urdu

## PERSONAL DETAILS

**NATIONALITY**  
Indian

**DATE OF BIRTH**  
22-Aug-1992

**MARITAL STATUS**  
Unmarried

**ADDRESS FOR COMMUNICATION**  
Door No: 8A, 2nd Floor,  
Yasin Khan 2nd Cross Street,  
Essa Pallavaram, Pallavaram,  
Chennai - 600 043

## PROFILE

Extremely motivated to constantly develop my skills and grow professionally. I am confident in my ability to come up with interesting ideas for unforgettable marketing campaigns.

## EXPERIENCE

### DIGITAL MARKETING EXECUTIVE

ClearTouch Connect Pvt. Ltd., | Aug 2021 - Present

- Enhancing the overall site visibility and rankings through SEO planning and execution.
- Maintaining a strong social media and brand presence across various social accounts.
- Proficiency in designing visually appealing web pages using WordPress.
- Building and integrating Forms/Landing pages, as well as performing marketing automation using Pardot for lead generation.
- Creating campaign setups for email in Pardot and Zoho Campaigns.
- Designing creatives for websites and other creative projects using Canva.

### DIGITAL MARKETING INTERN

Voltrix Mobility | Jul 2021 - Aug 2021

- Creating quality backlinks to improve the website ranking and domain authority.

### TRAVEL CONSULTANT

Riya Travel & Tours (I) Pvt. Ltd., | Sep 2018 - Dec 2020

- Suggesting suitable travel options that best suit clients' needs.
- Flight ticket booking and re-scheduling for our clients.
- Build and maintain relationships with clients.

### INDESIGN PAGINATOR

Scientific Publishing Services (P) Ltd., | Feb 2017 - Apr 2018

- Having experience in doing Adobe InDesign Pagination work for Journals and Books.
- Designing eBooks using XML tagging.

### ASSOCIATE PAGINATOR

TNQ Books and Journals Pvt. Ltd., | Nov 2013 - Oct 2016

- Worked extensively on Acrobat Professional tool, MS Word and MS Excel.
- Having experience in working with XML tagging.

## EDUCATION

### BACHELOR OF ARTS AND SCIENCE, MAJOR IN COMPUTER SCIENCE

Thiruvalluvar University, Vellore, Tamil Nadu, India | 2013