

# MUSKAN HUSSAIN

## Digital Marketing Executive

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### SUMMARY

Dynamic and results-driven Digital Marketing Executive with hands-on experience in SEO, paid ads, content strategy, and marketing automation. Proven ability to plan and execute high-impact campaigns using tools like Google Ads, Meta Business Suite, and analytics platforms. Adept in conducting SEO audits, optimizing websites for search visibility, and delivering data-backed strategies for growth. Passionate about learning and implementing the latest digital marketing trends and technologies.

### EXPERIENCE

#### Digital Marketing Executive

Digital CourseAI 11/2024 - Present Sector-48, Haryana

- Digital CourseAI is a digital marketing education company offering hands-on, tool-based training.
- Led SEO initiatives including keyword research, on-page optimization, link building, and comprehensive SEO audits.
  - Managed paid advertising campaigns across Google Ads and Meta platforms, achieving significant lead generation.
  - Utilized tools like **Screaming Frog**, **Google Search Console**, **Google Analytics**, and **GTM** to monitor website health and user behavior.
  - Created organic and paid social media strategies, increasing brand engagement across Instagram, Facebook, and LinkedIn.
  - Conducted training sessions on Canva, branding, and content creation for marketing students.
  - Collaborated with cross-functional teams to develop brochures, ad creatives, and digital content.
  - Reported campaign performance using **Google Data Studio** and internal dashboards.
  - Regularly tested new tools and strategies (AI prompts, reels, carousels, story-based content) to boost reach and conversion.

### EDUCATION

#### Certification in Digital Marketing | 2024

SkillCircleTM 04/2024 - 09/2024 Sector 14 Gurugram

#### Delhi Bachelor of Arts (Honours) |

Indira Gandhi National Open University (IGNOU)

2021 - 2024 Delhi, India

#### Senior Secondary (Medical) | 2019

Dev Samaj Vidya Niketan Sr. Sec. School

2018 - 2019 Sector-7, Gurugram

#### Secondary School | 2017

Dev Samaj Vidya Niketan Sr. Sec. School

2016 - 2017 Sector 7, Gurugram

### STRENGTHS

- Strategic SEO Planning**  
Capable of executing detailed SEO strategies, including technical audits, keyword mapping, backlinking, and site health analysis using tools like Screaming Frog, SEMrush, and Google Search Console to enhance organic traffic and visibility.
- Data-Driven Decision Making**  
Experienced in interpreting analytics reports from Google Analytics (GA4), Google Tag Manager, and Meta Business Suite to make informed marketing decisions, track user journeys, and optimize ad spend and engagement strategies.
- Content Strategy & Creation**  
Strong background in creating content plans aligned with audience behavior. Skilled in writing optimized content, managing blogs, and building high-performing social media calendars.

### SKILLS

On-Page SEO	Off-Page SEO	
Technical SEO	SEO Audits	
Screaming Frog	SEMrush	Ahrefs
Google Search Console	Moz	
Google Analytics	GA4	
Google Tag Manager	Google Ads	
Meta Ads	Meta Suite	Canva
Content Planning	WordPress	
ChatGPT	Trello	Google Workspace

### CERTIFICATION

- Google Ads Search Certification – Google
- Google Analytics (GA4) – Certified Basics
- SkillCircle Digital Marketing Certification