

ARIF MEHBOOB SHARIF

SENIOR BRAND GROWTH MANAGER - DIGITAL

CONTACT

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SKILLS

Digital Marketing
Brand Communication
ATL / BTL Marketing
Influencer Marketing
Search Engine Optimization
Social Media Marketing
Facebook Meta Ads
Website Development - WordPress & Shopify
Adobe - Photoshop, Illustrator & After Effects
Planning & Strategy
Team Management
Google - Analytics & Search Console

EDUCATION

National Institute of Open Schooling
HSC, Business Studies / Commerce
2018 – 2019

National Institute of Open Schooling
SSC
2017 – 2018

PROFILE

Over the past five years, I've immersed myself in marketing and communication, developing a wide range of skills to meet client's advertising and marketing needs. I handle various tasks, including social media management, web development, social campaigns, SEO, creative design, and video editing. Leading a social media and digital team, I help them connect with audiences across both traditional and modern media platforms. I've also successfully managed influencer marketing campaigns for major multinational brands.

EXPERIENCE

Trivium Media Group · Full-time
Senior Brand Growth Manager - Digital
Oct 2020 - Present · 3 years 10 months

Create a positive onboarding experience for new clients.
Regularly interact with clients through phone calls and emails.
Lead the social media team to engage audiences across traditional and new media platforms.
Manage all aspects of social campaigns for customers, targeting all relevant audiences.
Track social media growth for all clients as the agency's digital lead.
Communicate internally and leverage feedback from online and offline channels.
Handle technical queries, analyze website traffic, and monitor performance for internal teams and clients.

IMPEL Learning Solutions · Full-time
Digital Marketing Executive
Aug 2019 - Oct 2020 · 1 year 3 months

Regularly maintain and update Facebook pages.
Collaborate closely with the designer and content writer on all marketing materials and campaigns.
Create marketing and social media campaigns and strategies,

PERSONAL DETAIL

Website: <https://arifsharif.in/>

LinkedIn: <https://www.linkedin.com/in/arifsharif/>

Address: Sant Nagar, Lohegaon, Pune

Date of birth: 23rd May 1995

Gender: Male

Marital Status: Unmarried

Languages Known: English, Hindi & Marathi

including budgeting, content creation, and timelines.

Increase the company's presence on existing social media platforms like Facebook, LinkedIn, Twitter, and Instagram, and expand to new platforms.

Grow and maintain the email database of customers.

Develop business in the education sector.

Monitor and evaluate the performance of the website and social media accounts.

BrandsMark.co · Full-time

Senior Online Marketing Executive

Jul 2016 - May 2017 · 11 months

Worked alongside the CEO to implement fundamental growth. Responsible for understanding segments, providing detailed research, and Handling E-Mail Marketing Campaigns for generating sales leads.

Advids · Full-time

Online Marketing Executive

Feb 2015 - Jul 2016 · 1 year 6 months

Contact Discovery

Research Analyst

Email Marketing Campaigns

Declaration

I confirm that all the above-mentioned information is true and hereby of my knowledge.

Date: -

Arif Sharif