



Aslam MU

Masters in Business Administration
Indian Institute of Technology, Kanpur

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EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.B.A.	Indian Institute of Technology, Kanpur	8.03 (Aggregate)	2026
B.Tech., CE	Toc H Institute of Science and Technology	6.86	2020
Senior Secondary	C.B.S.E.	77.60%	2016
Secondary	C.B.S.E.	8.8	2014

EXPERIENCE

- Veyo Facades and Fenestrations Pvt. Ltd.** August 2023 - May 2024
Digital Marketing Team Lead - Full time Kochi, India
 - Orchestrated end-to-end digital transformation of company and showroom websites by enhancing UI/UX, optimizing functionality, and implementing SEO-driven content strategies—resulting in a significant boost in organic traffic and online visibility.
 - Drove integrated lead-generation strategy by managing high-ROI social media campaigns and executing offline marketing initiatives, contributing to increased qualified leads and business growth across both digital and physical channels.
- Techniche Products LLP** July 2022 - July 2023
Digital Marketing Executive Kochi-India
 - Built and scaled the firm's digital presence from the ground up by executing targeted social media strategies, managing paid ad campaigns, and optimizing the Google Business Profile—resulting in improved visibility and substantial increase in lead generation.
 - Conducted in-depth market research and competitive benchmarking to refine customer targeting and enhance marketing effectiveness, contributing to data-driven decision-making and improved campaign performance.

SKILLS

- Technical Skills:** SQL, Python, Excel
- Management Skills:** Marketing, Consulting, Analytics
- Tools:** Power BI, Excel, Tableau, Meta Ads Manager, Google Ads

CERTIFICATIONS

- IIDM Private Limited**, [Advanced Digital Marketing Certification](#) Aug 2022
- Udemy**, [Microsoft Excel- Excel from Beginner to Advance](#) Nov 2024

ACHIEVEMENTS

- Second runner-up in India Supercup Cup Football Tournament in 2015
- Winner in Soccer Toc Football Tournament in 2015

POSITIONS OF RESPONSIBILITY

- Media and Cultural Coordinator**, DoMS, IITK
Aug 2024 - Present
- Sports Captain**, Toc H Institute of Science and Technology
Aug 2019 - May 2020

INTEREST AND HOBBIES

Sports Video Content Creation Travelling