

MOHAMMED BASIL

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SUMMARY

Social Media Marketing Professional with experience managing multi-platform social media accounts, creating high-impact content, and running paid advertising campaigns to drive engagement and lead generation. Skilled in Meta Ads, content strategy, analytics, and brand communication. Proven ability to increase online visibility, optimize campaigns, and support business growth through data-driven decision-making. Actively seeking Social Media Marketing or Digital Marketing roles in the UAE.

WORK EXPERIENCE

Social Media Marketing | Holistic Legacy Accounting SPS LLC, UAE **Feb 2025 - Present**

- Managed and grew brand presence across Facebook, Instagram, LinkedIn, TikTok, and YouTube, improving reach and engagement.
- Designed, edited, and published high-quality content including reels, videos, carousels, and posts to strengthen brand visibility.
- Ran and optimized Meta Ads campaigns generating 60–80 qualified leads per month while reducing CPL through A/B testing and audience segmentation.
- Conducted market and competitor research to identify customer needs and refine content themes.
- Created structured content calendars to maintain consistent brand identity across platforms.
- Monitored performance using Meta Insights and GA4, preparing weekly KPI reports with actionable recommendations.

Marketing & Admin | SherSoft Software Company, India **Jan 2024 - Jan 2025**

- Assisted in the planning and execution of digital marketing and social media campaigns across multiple platforms.
- Developed engaging content, managed posts, and monitored audience interactions to improve visibility.
- Conducted market research to support targeting, messaging, and branding activities.
- Provided customer support for product inquiries, improving user experience and retention.

Sales & Marketing Executive | KVR Automotive, India **Aug 2023- Jan 2024**

- Supported offline and digital marketing activities to promote brand visibility and customer engagement.
- Conducted competitor and market analysis to understand customer behaviour and inform marketing strategies.
- Assisted in promotional campaigns, events, and lead follow-up initiatives.
- Collaborated with sales teams to improve communication and messaging for target audiences.

EDUCATION

Bachelor of Business Administration (BBA) **July 2019 -April 2022**
MES Arts & Science College, India

Higher Secondary – Commerce **March 2019**
ISS Senior Secondary School, India

EXTRACURRICULAR ACTIVITIES

- College Media Coordinator – Assisted in event promotions, social media updates, and branding activities.
- Volunteer Content Creator – Created marketing materials for local community events and youth initiatives.

LANGUAGES

- English: Advanced
- Hindi: Intermediate
- Malayalam: Native

CERTIFICATIONS

- Performance Marketing
- Meta Social Media Marketing Fundamentals

SKILLS

SOCIAL MEDIA & MARKETING SKILLS

- Social Media Management
- Meta Ads (Paid Advertising)
- Content Creation & Editing
- Copywriting
- Hashtag Research
- Trend Analysis
- Content Calendar Planning
- Brand Messaging
- Lead Generation

TOOLS & TECHNICAL SKILLS

- Meta Ads Manager
- Meta Business Suite
- Canva, CapCut, Adobe Premiere
- Google Analytics 4 (GA4)
- Mailchimp
- Creator Studio / Buffer
- Excel Reporting

OTHER SKILLS

- Market Research
- Customer Engagement
- Communication & Presentation
- Team Collaboration

PERSONAL DETAILS

Date of Birth: 25/09/2000

Visa Status: Employment Visa

Nationality: India