



MUHAMMAD BILAL

Digital Marketing

Experienced Digital Marketer skilled in SEO, PPC, content marketing, and social media. Proficient in Google Analytics, Google Ads, and data-driven strategies to enhance brand awareness, drive traffic, and boost conversions.

EXPERIENCE

1. Company Name: BETTERONIC ALPHA PRIVATE LTD

Designation: Digital Marketing

Period: May 2024 – January 2025

- Utilized Google Analytics and CRM tools to track campaign performance and adjust strategies accordingly.
- Conducted keyword research and optimized web content to improve SERP rankings.
- Managed SEO optimization strategies that improved organic search rankings, resulting in a 60% increase in organic traffic.
- Developed and executed digital marketing campaigns, increasing website traffic and lead generation.

Technical Skills

- Google Ads, Google Analytics, Google Search Console
- Facebook Ads Manager, LinkedIn Ads, Twitter Ads
- SEMrush, Ahrefs, Moz
- WordPress, Shopify, WooCommerce
- HubSpot, Mailchimp, ActiveCampaign
- Adobe Photoshop, Canva, Figma

ACADEMIC BACKGROUND

- full stack Developer**
study at TRINITY TECHNOLOGIES ,Thiruvananthapuram
(2023-2024)
- Bachelor of Commerce**
Study at University of Kerala
(2020-2023)
- Commerce stream taken in the Higher Secondary Education**
(2018-2020)
- Secondary school leaving certificate**
(2017-2018)

DECLARATION

I hereby declare that the information Mentioned above is true to the best of my Knowledge and belief.

Date:

Place:

Muhammad Bilal

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Email:

muhammadbilal71125@gmail.com

muhammadbilal7865/

Location: Pallickal,
Thiruvananthapuram,Kerala,India

PERSONAL DETAILS

Date of Birth :07-09-2002

Marital Status : Single

Nationality : Indian

PERSONAL EXPERTISE

- Search Engine Optimization (SEO)
- Pay-Per-Click Advertising (PPC)
- Social Media Marketing & Advertising
- Content Strategy & Marketing
- Email Marketing & Automation
- Google Analytics & Data Analysis
- Conversion Rate Optimization (CRO)
- Marketing Automation (HubSpot, Mailchimp)
- A/B Testing & Performance Tracking
- Brand Development & Online Reputation Management

AREAS OF INTEREST

- STOCK MARKET RESEARCH
- BUILDING PERSONAL PROJECTS
- MULTIMEDIA EDITING
- OUTDOOR SPORTS ENGAGEMENT
- DIGITAL GAMING ENTHUSIAST
- FOOD ENTHUSIASM

LANGUAGES KNOWN

- English
- Malayalam
- Hindi