

MOHAMMED ZAHEE K

DIGITAL MARKETING SPECIALIST

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SUMMARY

Experienced in performance marketing, SEO, and social media marketing (SMM) with a proven track record of boosting lead generation by 25% and driving brand growth. Skilled in managing campaigns on Google Ads, and Facebook Ads, leveraging data-driven strategies to optimize performance and ROI. Known for strong leadership, problem-solving, and ensuring client satisfaction.

TECHNICAL SKILLS

Lead Generation	Search Engine Optimisation (seo)	Social Media Marketing (SMM)
Performance Marketing	Google Analytics	Budget Management
PPC Campaigns	AI Integration in Marketing	Tracking ROI

PROFESSIONAL EXPERIENCE

AL-YAKDA GENERAL TRADING LLP , DUBAI UAE

AUG 2024 - Present

Performance Marketing Specialist (GOOGLE AD EXPERT)

Outline:
Effectively planned, managed, and optimized Google Ads campaigns for an eCommerce platform, driving significant growth in traffic, conversions, and ROI: leveraged data-driven strategies and innovative marketing techniques to deliver exceptional results.

- Key Responsibilities :**
- Developed and executed comprehensive Google Ads campaigns aligned with business objectives.
 - Conducted detailed keyword research and audience segmentation to refine ad targeting.
 - Optimized ads and landing pages using A/B testing for higher performance and user engagement.
 - Monitored, analyzed, and reported on campaign performance to identify areas for continuous improvement.

- Key Achievements :**
- Achieved a 30% increase in website traffic and a 25% boost in sales within just three months
 - Enhanced ad targeting efficiency, resulting in a 20% reduction in CPC
 - Improved conversion rates by 15% through strategic A/B testing and high-performing asset identification.
 - Delivered a measurable improvement in ROI through meticulous analysis and creative ad strategy.

Speak Eazy Academy LLP, Kerala, India

Feb 2024 – Aug 2024

Digital Marketing Specialist

Outline:
Specialize in driving lead generation and enhancing brand visibility through advanced SEO techniques and performance marketing strategies. Developed and implemented data-driven campaigns that achieved significant growth in organic traffic, lead acquisition, and ROI.

- Key Responsibilities :**
- Designed and executed performance marketing campaigns on Google Ads and Facebook Ads, with a focus on generating high-quality leads.
 - Led comprehensive SEO strategies, including keyword research, on-page optimization, and link-building, achieving the #1 ranking on Google SERPs for targeted keywords.

- Optimized website content and technical SEO, resulting in enhanced search engine visibility and increased organic traffic.
- Conducted competitor analysis and audience segmentation to refine targeting and improve campaign outcomes.
- WATI, A WhatsApp Marketing Platform, to streamline and automate communication with existing clients and to launch new lead generation campaigns.

Key Achievements:

- Increased lead generation by 35%, successfully acquiring over 1,500 qualified leads within 6 months. Achieved a 40% conversion rate across Google and Facebook Ads campaigns, significantly contributing to business growth
- Secured #1 Google SERP ranking, driving a 50% increase in organic traffic and establishing long-term brand authority.
- Enhanced website engagement and conversion rates by optimizing landing pages and implementing effective SEO strategies..
- Consistently improved ROI through data-driven decision-making and strategic campaign enhancements.

DOPA Coaching, Kerala, India
Digital Marketing Executive

Sept 2022 – Feb2024

Outline:

Focused on lead generation and SEO optimization to drive traffic, enhance visibility, and deliver measurable growth in conversions and ROI.

Key Responsibilities :

- Implemented SEO strategies, achieving higher search rankings and increased organic traffic.
- Launched and managed 100+ campaigns across Facebook, Instagram, and Google Ads, prioritizing lead generation.
- Executed WhatsApp and Email Marketing for effective lead nurturing and customer engagement.
- Monitored performance using Google Analytics, ensuring continuous campaign optimization.

Key Achievements: :

- Boosted lead generation by 40%, acquiring over 2,000 qualified leads.
- Achieved a 50% increase in organic traffic through SEO enhancements.
- Delivered a 25% boost in conversions and 40% traffic growth from campaigns.

QUADCUBES ,Kerala India
DIGITAL MARKETING STRATEGIST

JUNE 2022 - SEPT 2022

Key Achievements: :

- Gained hands-on experience managing live digital marketing projects across multiple industries, implementing effective SEO, SMM, and performance marketing strategies.
- Conducted comprehensive keyword research, content optimization, and link-building initiatives, resulting in improved organic search rankings and increased website traffic.
- Reduced ad costs by 20% while boosting overall campaign performance and ROI.

PROJECTS

Alpha Dental Clinic, Kerala, India

July 2024 – Nov2024

- Optimized Google My Business profile, enhancing local search visibility and driving increased patient inquiries.

Dr Bhatia Medical Coaching Institute Calicut

Nov 2022 – Aug2023

- Designed high-performing Google video ads, achieving a 50% boost in CTR and a 40% increase in engagement.

EdBoard International, Kerala, India

Sept 2022 – Dec 2022

- Designed high-performing Google video ads, achieving a 50% boost in CTR and a 40% increase in engagement.

Revoltech International, Kerala, India

Nov2022 – Jan 2023

- Achieved top-tier Google rankings for various keywords, resulting in a 70% increase in organic traffic and 35% higher CTR.

EDUCATION

Jain (Deemed-to-be University)(Online) Kerala

Nov2024- present

- Bachelor in Business Administration in Marketing

CDA Academy , Kerala India

May 2014 - May 2016

- Relevant coursework in DIGITAL MARKETING

Mes College of Engineering , Kuttipuram Kerala India

June 2014 - May 2016

- Engineering in computer science

CERTIFICATIONS

- GOOGLE ADS
- SEMRUSH HUBSPOT ACADEMY
- GOOGLE DIGITAL GARAGE
- GOOGLE ANALYTICS
- COURSERA
- HUBSPOT ACADEMY
- SEMRUSH
- HUBSPOT ACADEMY
- LEARN TUBE.AI

LANGUAGE

- ENGLISH
- HINDI (Conversational level)
- MALAYALAM (Native)

VISA STATUS : VISITING VISA