



MOHD IMRAN

DIGITAL MARKETER INTREN

CONTACT



Phone

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Email

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Address

Town shishgarh distt bareilly (u.p)



EDUCATION



2018 - 2022

bachlor of science

mjpru rohilkhand
bareilly



2022-2023

Digital marketing

IElevate institute preet
vihar (delhi)

**Certified in Digital
marketing and Amazon
Trainee E-commerce
Specialist.**



2017

ccc (computer concept course)

Aadarsh computer sociaty
bareilly(u.p)



PROFILE INFO

An enthusiastic **digital marketer** with a strong passion for learning and staying up-to-date with the latest trends and technologies in the industry. Have good understanding of driven website, website traffic, lead generation and conversions through **digital marketing** methods.

I am excited to contribute to the growth and success of a company while expanding my skill set and knowledge in **digital marketing**.

CORE COPETENCIES

SERCH ENGINE OPTIMIZATION (SEO)

- Have good knowledge of all on page seo & off page optimization ,keyword search, and link building.
- Conducted an SEO audit of personal website , implenting changes that resulted in a 40% increase in organic traffic over 3 months.
- Devloped an SEO content strategy for a class project ,optimizing blog posts with targeted keywords and meta tags that improve search engine rankings and engagement.

GOOGLE ADS

Very well conversant with google ads to driven highly targeted traffic to drive conversions. Completed a course on google ads including the basics of account setup, keyword research, ads creation and campaign optimization. Devloped and managed a small google ads campiagn for a class project, resulting in a 20% increase in website traffic and 10% increase in conversion rate .

Good with concepts like

- Google search ads campaign creation.
- Keyword research with google keyword planner tools.
- Bids optimization.
- Conversion tracking setup.
- Retargeting campaign setup.
- Display ads campaign.
- Youtube ads campaign.
- Shopping campaign.



2017

Tally E.R.P 9

APEX COMPUTER INSTITUTE
BAREILLY (U.P)



Tools used

- Googlekeyword planner
- SemRush
- Filmora
- Mailchimp
- Canva
- Wordpress
- Woocommerce
- Google analytics
- Ahrets
- Yoast tool for SEO
- Elementor



COMPUTER SKILLS

- Ms exel
- Ms word
- Tally E.R.P 9

Video editing on filmora



Website designing on wordpress



Graphic designing on canva



LANGUAGE

- English
- hindi
- punjabi



WORK EXPERIENCE



SWIFT DELIVARY DOHA(QATAR)
RIDER SUPERVISOR

2019 - 2021

- Manage staff within the transport section .
- Orgnize vehicle safety sticker & registration.
- Orgnise the repair of any damage to vehicals.
- Provide monthly fuel usage report to the group facilities manager
- Orgnise & schdule fleet vehicle maintainance.
- Conduct random inspections of vehicle with in fleet.
- Any other duties as directed by the facilities manager.



CHHABEELA ENERGY FOOD PVT LTD
FIROZEPUR (PUNJAB)
JUNIOR CASHEIR

2017 - 2018

- Cashier
- billing on tally
- Manage daily till opening and closing procedure.



MY SKILLS & EXPERTISE

web design



Graphic design



Video Editing



Microsoft office



tally E.R.P.9



social media marketing



E mail marketing



SEO



Google ads



HOBBIES

- Playing cricket
- Travelling

CIRTIFICATIONS

- Google search ads
- Google display ads
- Google shopping ads
- Google analytics
- SEO Certified
- Email marketing certifice
- Amazon ATES Certificate
- Meesho E-Commerce specialist