

MOHAMMED PASEEM J

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📍 Kanuvai | Coimbatore

in fasim-fazi

Technical Skills

- Keyword Research
- Off Page SEO
- On Page SEO
- Technical SEO
- Search Engine Management
- Google Analytics
- E-mail Marketing
- Ecommerce SEO
- International SEO
- Microsoft Office
- Canva
- HTML
- CSS

Tools & Applications

 Semrush
 All in One SEO
 Screaming Frog
 Google Search Console
 Google Tag Manager
 Quil Bot
 Google Ads
 Meta
 LinkedIn
 X (Twitter)
 Pinterest
 Mail Chimp
 Shopify
 WordPress
 Wix
 Microsoft Clarity

About Me

I am aspiring digital marketer with real experience in running ads, creating content, and managing social media. I'm skilled in SEO, keyword research, Google Ads, Google Analytics, and social media marketing. I enjoy using data to improve online reach and engagement. Eager to assist in achieving noteworthy and measurable marketing outcomes.

Professional Experience

Xplore Intellects Pvt Ltd | Digital Marketing Intern

2025 – Present

Key responsibilities:

- Optimized website pages using on-page SEO, keyword research, and competitor analysis.
- Used Google Search Console, SEMrush, Screaming Frog, and Google Analytics to fix indexing issues, improve crawlability, and update meta tags.
- Performed content audits, added schema markup, and improved internal linking to increase page relevance and user engagement.
- Helped achieve improved SERP rankings for important service keywords during the internship period.
- Worked with the team to plan and run Meta Ads and Google Ads campaigns, including setup, basic optimization, and performance review.
- Assisted with ad creatives, audience research, and tracking through Google Tag Manager and other marketing tools.
- Helped monitor website performance, page speed issues, and technical SEO errors across key service pages.

CERTIFICATIONS

Digital Marketing – Xplore It Corp

Completed Expert-level Digital Marketing course at Xplore it Corp, Coimbatore with hands-on training.

SEO Certification – Xplore It Corp

Certified in SEO, skilled in keyword research, onpage, off-page, and technical optimization.

Google Ads Search Certification (2025–2026)

Skilled in search campaign setup, optimization, and performance improvement.

Google Analytics Certification (2025–2026)

Proficient in tracking user behavior, measuring performance, and interpreting website insights.

Off-Page SEO & AI Search Essentials – Semrush (2025–2026)

Trained in backlink strategy, authority building, and AI-driven SEO techniques.

Education Background

KSG College of Arts and Science

Bachelors's in Computer Application

Completed in 2020

Holy cross Matric Higher Secondary School

Higher Secondary School Certificate

Completed in 2017 Holy cross Matric

Higher Secondary School

Secondary School Leaving Certificate

Completed in 2015

Languages

English

Tamil

Malayalam

I-Cons Technologies | Senior Process Associate

2021 – 2024

Key responsibilities:

- Managed international sales operations for the US and Asian semiconductor market, working with clients from Capital Asset Exchange (CAE).
- Handled customer interactions, sales reports, and maintained regular client documentation.
- Organized, assigned, and monitored multiple projects while coordinating with team members.
- Interacted directly with clients to understand requirements, oversee execution, and ensure project completion.
- Trained team members, reviewed project progress, and updated management with status reports.

Hi-Line Surface Coating | Quality Engineer

2020 – 2021

Key responsibilities:

- Worked as a Quality Engineer overseeing painting and powder coating processes for industrial and medical components, ensuring ISO 9001:2015 compliance and documentation.
- Performed process verifications, quality tests, and provided accurate inspection data to clients.
- Improved operational efficiency by monitoring team output and identifying areas for process improvement

Professional Achievements

Meta Ads Workshop (Oct 2025)

Learned Meta ad strategies, campaign optimization, WhatsApp Marketing, and the latest digital marketing trends to create effective, result-driven campaigns.

PLACE:

DATE: