

# ARSHAD A SIDDIQUI

## DIGITAL MARKETING SPECIALIST



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## ABOUT ME

Online marketing specialist with 2+ years experience from digital management, team leadership, and specialist roles in real estate management, digital strategy, conversion optimization, and organic search. Broad experience from inside the SEO, web analytics & project management

## EDUCATION

K C T COLLEGE OF ENGINEERING

• 2010-2017

VISVESVARAYA TECHNOLOGICAL UNIVERSITY

Bachelor Of Engineering ( Mechanical Engineering)

HYDERABAD PRESIDENCY COLLEGE

• 2019-2021

OSMANIA UNIVERSITY, HYDERABAD

Master's In Business Administration (Marketing)

## EXPERIENCE

INTERNATIONAL DIGITAL MARKETING AGENCY

• JULY2021- CURRENT

Digital Marketing Specialist (Real Estate)

- Managing a digital marketing team working with a variety of clients including Real Estate and Construction Builders, Land Developers And Interior Designers.
- Strategic planning of all digital marketing campaign.
- Creation of multi-channel digital marketing proposals, content plans and digital communication strategies for clients.
- Project management of new Project including commercial and residential building programs and local town development.
- Managing over 10 client relationships and budgets.

## SKILLS

### Hard Skills:

- Advertising
- Web Content Writing
- Online Marketing
- Facebook Marketing
- Pay-Per-Click Advertising
- Copywriting Techniques:
- Search Engine Marketing (SEM)

## TOOLS

- Facebook Ads Manager
- Meta Business Suite
- Canva (Graphic Design)
- Google AdWords
- Google Console
- WordPress
- Wix

## TECHNIQUE

- Search Engine Marketing (SEM)
- Google Ads
- Social Media Optimization (SMO)

## DRIVING LICENCE DETAILS

- Licence No: KA32 20160019299
- Valid From: 14/12/2016
- Valid Till: 13/12/2036
- Country: INDIA
- Blood Group: AB +ve
- VALID THROUGHT INDIA

## LANGUAGES

- English (Native)
- Hindi (Native)
- Urdu (Native)
- kannada ( Conversational)
- Arabic

## PASSPORT DETAILS

- Passport No: M0370526
- Date Of Issue: 28/07/2014
- Date Of Expiry: 27/07/2024
- Place Of issue: BANGALORE