



# ASHAR SAYYED

Mumbai, Maharashtra 400088 • 9819350034 • asharsayyed56@gmail.com

## PROFESSIONAL SUMMARY

Motivated and detail-oriented Digital Marketing graduate with hands-on experience in SEO, Google Ads, and content outreach. Skilled in keyword research, on-page optimization, link building, and campaign performance analysis using tools like SEMrush, Moz, and Google Analytics. Proven ability to collaborate with cross-functional teams and improve digital visibility through data-driven strategies. Strong foundation in customer relationship management and passionate about driving organic growth, boosting ROI, and staying ahead of industry trends.

## EDUCATION

**SSC**  
**Kumud Vidyamandir of English School** - Govandi

**HSC**  
**Bhavna Trust Junior & Degree College of Commerce & Science**

**BMS (Bachelor in Management Studies)**, 06/2022  
**Acharya College of Arts, Science and Commerce**

**Digital Marketing Course**, 08/2024 - 03/2025  
**MCTA** - Vashi Navi Mumbai

## WORK HISTORY

**Digital Marketing Intern**, 03/2025 - 05/2025

**Pinacle Web India**

- Identified high authority websites and created outreach lists using tools like SEMrush, or Moz.
- Collaborated with the content team to create guest posts and link worthy content.
- Managed and optimized Google Ads campaigns to improve reach, clicks, and conversions.
- Tools used: SEMrush, Moz, Google Ad words, Google Analytics, Google Search Console

**Customer Relationship Executive**, 10/2023 - 06/2024

**1 Point 1 Solution Pvt Ltd** - Navi Mumbai

- Utilized CRM system to track customer interactions and manage customer data, resulting in improved customer relationship management.

## SKILLS

- SEO principles
- Keyword research
- On-page optimization
- Link building
- Analytical skills
- Website performance
- Organic growth
- Social media Marketing ( Meta ads)
- Project Management

## CERTIFICATIONS

- Tally from Keerti Institute
- Advance Excel from Keerti Institute
- Google Certified for Google Ads Search
- Google Certified for Google Measurement Ads
- Google Certified for Google Ads Display
- SEO Certified by HubSpot Academy

## LANGUAGES

English:

Marathi:

Hindi: