

Meisna Yousuph

Digital Marketing Executive

KNOWLEDGE IN

SEO

1. On Page
2. Off Page
3. Google Search Console
4. Google Analytics
5. Bing Web Master tool
6. Keyword Research

SMM

1. Facebook
2. LinkedIn
3. Twitter

Email Marketing

Mobile Marketing

Affiliate Marketing

PPC

1. Google Adwords
2. Facebook
3. Banner Promotion
4. Google AdSense

CERTIFICATIONS

Google Analytics
Google Adwords

HOBBIES & INTERESTS

Movies
Music
Travel
cooking

PERSONAL DETAILS

Meisna Yousuph
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ABOUT ME

Creative, Innovative & Result Oriented person with a thorough understanding of digital marketing concepts. Proven ability to drive sales and increase brand awareness. Enjoy working as a team member as well as independently. Presently looking for a suitable position with an exciting & ambitious company.

COMPETENCIES

- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- Provide recommendations and execute strategies for content development in coordination with SEO goals – general and keyword specific
- Administer search engine programs (XML sitemaps, shopping feeds, webmaster tools) for purposes of diagnostic reporting on client projects
- Help to create and support marketing content to socialize and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers)
- Implement link building campaigns in coordination with client SEO goals
- Assist in development and execution of communication/content strategies via social communities in coordination with SEO goals
- Keep pace with SEO, search engine, social media and internet marketing industry trends and developments
- Research and administer social media tools in support of client's social media strategy
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals
- Monitor and evaluate search results and search performance across the major search channels
- Communication to team and management on project development, timelines, and results
- Work closely with the other team members to meet client goals

ACADEMIC QUALIFICATIONS

Spectrum Softtech Solutions Pvt Ld

Internship in Digital Marketing

Btech in Electronics and Communication Engg

Navabharath Educational Research Foundation,Karnataka

12th International Indian School,Riyadh

KEY ATTRIBUTES

- Responding proactively to new opportunities and challenges.
- Excellent communication skills.
- High level of computer proficiency and demonstrable working knowledge of Microsoft Office
- Ability to plan, organize and work to deadlines.
- A strong team player who can also work alone with minimum supervision .

REFERENCES – Available on request