

<b>Abdul Javid A</b>
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## **Digital Marketing Specialist**

Progressive Digital Marketing Specialist who works hard to stay ahead of internet marketing trends to get possible results of the clients. Skilled in Lead Generation, Market Research, Email Marketing, Marketing Strategy & Growth Hacking. Experienced in solving email deliverability problems, improve Domain and IP reputation by following ISP best practices and data insights. While contributing to the benefit of the employer, I would also like to take challenging opportunities to show my skills.

## **WORK EXPERIENCE**

Digital Marketing specialist  
Genxlead Solution pvt ltd.  
06/2014 – Till date,  
Chennai.

## **Achievements/Tasks:**

1. Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.
2. Design, build and maintain our social media presence.
3. Measure and report performance of all digital marketing campaigns, and assess against goals ROI.
4. Identify trends and insights, optimize spend and performance based on the insights.
5. Brainstorm new and creative growth strategies.
6. Plan, execute, and measure experiments and conversion tests.
7. Collaborate with internal teams to create landing pages and optimize user experience.

8. Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
9. Collaborate with agencies and other vendor partners.

## **CERTIFICATE**

- **DIPLOMA IN DIGITAL MARKETING**
- **WEB SITE DEVELOPMENT IN WORD PRESS**
- **CCNA**
- **CCNP**

## **SKILLS**

- **SEO,**
- **SEO**
- **PPC,**
- **Social media marketing,**
- **Email marketing (Manual and Automation).**
- **Mailchimp, Sendpulse, Hubspot, Sendgrid, and more,**
- **Amazon AWS,**
- **Affiliate marketing,**
- **CRM Tool,**
- **HTML Campaign Creation,**
- **Server and Domain hosting,**
- **Lead generation,**
- **Word press(webpage creation),**
- **Mobile marketing,**
- **Content marketing.**
- **Google ads,**
- **Google analytics.**
- **Ip and server hosting.**

## PERSONAL PROJECTS

- **Email Marketing Software Setup**

Worked on Email Marketing Software and Server Setup for clients to send bulk.

- **Working with office data team**

Collecting data from websites and third-parties

To maintain data such as E-mail address and segment with different tables.

## EDUCATION

### **B.E. Computer Science & Engineering**

Dhaanish Ahmed college

07/2009-04/2013

## ACHIEVEMENTS

- Individually generated the highest sales of of 50000\$ per month.
- Lead and managed a team of six & Won Top Performing Team Award for 2 years.
- Increased the revenue growth of the company by 15% through Email Campaign.