**Name**: SHAMEER CM

**Email:**  semeercm@gmail.com

**Mobile: +91 9809354236 ( Call & WhatsApp )** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PERSONAL SKILLS**

* Exceptional interpersonal aptitude, hardworking and persistence in work.
* Strong orientation in customer service/satisfaction.
* Excellent communication & Negotiation skills.
* Reliable working independently and as team.
* Efficiently resolve problems using available resources.

**EDUCATIONAL QUALIFICATIONS**

* MBA
* Bachelor of Commerce
* Higher Secondary Education (Board of Higher Secondary Examination, Kerala, India)
* S.S.L.C. (Board of Public Examination, Kerala, India)

**COMPUTER SKILLS**

* HTML, CSS
* Wordpress & E-Commerce CMS Theme Implementation
* DCA (M.S. Office), (HRDS, Govt. Reg. No.687/01, New Delhi.)

**SKILLS: ( Digital Marketing)**

**On Page Creation,** Search Engine Submission**, Keyword Research,**

**Google Ads,** Social Media Paid Campaigns**, Content Marketing,**

**Social Media Posting,** Video Promotion**, Email Marketing.**

**Skills: ( Web Development )**

**Strong working experience in WordPress Platform, WordPress Theme Installation,   
HTML Websites, E-commerce Websites, Open Cart.**

**Work Experience VII**

Working as a “Digital Marketing Manager” in “Moonhive Technologies” Trivandrum, From March - 2022 to till.

* **Managing Digital Marketing All Activities**
* **Managing Leads Generation ( Facebook, Instagram, Linkedin )**
* **Managing Google AdWords ( Display Ads, Search Ads, etc )**
* **Managing Facebook Ad Campaigns ( All Type of Campaigns )**
* **Managing Instagram Ad Campaigns ( All Type of Campaigns )**
* **Managing Linkedin Ad Campaigns ( All Type of Campaigns )**
* **Ad Creation for Paid Campaigns**

**Work Experience VII**

Worked as a “Head of Digital Marketing” in “DX Technologies LLC” Dubai, From March - 2021 to March 2022.

**Roles & Responsibilities:**

* **Leading Team**
* **Managed Leads Generation ( Facebook, Instagram, Linkedin )**
* **Managed Google AdWords**
* **Managed Facebook Ad Campaigns**
* **Managed Instagram Ad Campaigns**
* **Managed Linkedin Ad Campaigns**
* **Managed LinkedIn Sales Navigator**
* **Managed Social Media Daily postings**
* **Managed Keyword Ranking**
* **Managed Content Marketing**

**Work Experience VI**

Worked as a “Head of Digital Marketing” in “Lotus Interworks”, Kochi, From OCT -2019 to Feb - 2021.

**Work Experience V**

Worked as a “Digital Marketing Manager” ( Business Development ) in “Monlash Solutions”, Kochi, From July -2018 to Sep - 2019.

**Duties:**

* Leads Generation
* Having solid experience in managing and maintaining digital marketing campaigns for various dynamic and html websites with internal configurations
* Performing thorough assessments of any current marketing opportunities.
* Visiting prospective clients in their offices, and also attending trade shows and networking events.
* Dealing with ‘price only’ customers and negotiating with them.
* Gathering informative, facts and statistics about customer trends and preferences.
* Monitoring business activity, studying the outcome of projects.
* Generating new business through online prospecting, cold calling, face to face meetings and networking.

**Projects: –**

- Retail POS System

- ERP System

- Remote Application Support

- Ecommerce Developments & Promotions

- Customer Relationship Management

**Work Experience IV**

Worked as a “Digital Marketing Specialist” in “Tagit Solutions”, Kochi, From Dec -2015 to June 2018.

* Managed and coordinated all digital marketing activities
* Strong presenter, good communicator, consensus builder
* Assisted in evaluation of potential new digital vendors
* Ability to learn quickly, gather input to problems and facilitate solutions, options, leading to successful execution
* Excellent project management skills, and ability to multi-task
* Comfortable working with numbers, ability to balance investment levels with likely return on investment considerations
* Provided overall management and maintenance of the firm’s website.
* Excellent communication and facilitation skills
* Good understanding of Digital products, specifically for the mid-market and Digital transformation strategy.
* Analyzed data to identify trends, generate reports and adjust campaigns as necessary to produce the most optimal ROI
* Managed relationships with external vendors

**Worked Sites –**

[**www.beauaesthetica.in**](http://www.beauaesthetica.in/)

[**www.wedzone.in**](http://www.wedzone.in/)

[**www.weddingstreet.in**](http://www.weddingstreet.in/)

[**www.sensationsentertainment.in**](http://www.sensationsentertainment.in/)

**Work Experience III**

Worked as an “SEO Expert” in “Web Shore”, ( Dubai Based ) Perumbavoor, From June -2015 to Nov - 2015.

* Lead Generation
* Improved Search Engine rankings
* Share qualitative content on different social media channels
* Implemented interactive marketing strategies that improved search engine performance, attracted users to websites and drove growth,
* Managed social media campaigns and day-to-day activities, including scheduling regular updates
* Improved organic search results by increasing the search engine results page from 12 to number 2
* Developed title tag, description of meta tags and highlighted and added relevant links to site

**Worked Sites –**

[**www.Multitechdubai.com**](http://www.multitechdubai.com/)

[**www.Maidsontime.ae**](http://www.maidsontime.ae/)

[**www.Ontimemaids.ae**](http://www.ontimemaids.ae/)

[**www.Magicmaids.ae**](http://www.magicmaids.ae/)

**Work Experience II**

Worked as an “SEO Analyst” in “Anvita Tours2Health”, Infopark, Koratty, Thrissur, From June -2014 to June 2015.

* Lead Generation
* Created daily, weekly, and seasonal reports on web, email communications and blog analytics
* Collaborated with internal teams to enhance design, usability, content and conversion points of websites and web properties
* Developed and maintained strong electronic media presence
* Ensured that website content is accurate and up to date
* Formatted and published new content
* Provided overall management and maintenance of the firm’s website.
* Researched current online marketing concepts, strategy and best practices
* Was responsible for monitoring & generating traffic, conversions, keyword rankings and reports.
* Acquired 1st page rankings across all three major search engines while driving quality traffic and leads to clients
* Managed, maintained and developed social media sites for businesses in order to enhance their overall online reputation and clientele interaction

**Worked Sites –**

[**www.ayurvedacoursesindia.com**](http://www.ayurvedacoursesindia.com)

[**www.springmedclinic.com**](http://www.springmedclinic.com/)

[**www.medeguru.com**](http://www.medeguru.com/)

**Work Experience I**

Worked as an “SEO Analyst” (Online Marketing) in Bangalore, Jotads From **Feb**-2013 to Feb2014.

* Responsible for the overall direction, coordination, development and evaluation of SEO.
* Extensive Online Marketing/Advertising experience in Media Planning.
* Timely renewal of SEO programs to reduce the interruption in services provided to the clients.

**Languages Known:** ENGLISH, ARABIC, HINDI, MALAYALAM

**DECLARATION:**I consider myself familiar with the above-mentioned aspects. I am also confident of my ability to work in a team.

Date:

Place: SHAMEER