MOHAMED PAHAD

DIGITAL MARKETER

CONTACT

📞 +91 9486120781

✉ hussainpahad786@gmail.com

EDUCATION

2017 - 2021
● **ANNA UNIVERSITY**
B.E Computer Science - [CGPA - 7.26]
2015 - 2017

SKILLS

- **Adobe illustrator**
- **Content Planning**
- **Design Thinking**
- **Videography**
- **Content Marketing**
- **Search Engine Optimization**
- **Communication and Team**

LANGUAGE

- **English**
- **Tamil**
- **Malayalam**
- **Hindi**

PASSPORT DETAILS

Passport Number : P3107497
Issue Date : 10 - 03 - 2017
Expiry Date : 09 - 03 - 2027
Place of Issue : Trichy

PROFILE

A dynamic professional with 1.5 years of experience in Automation Testing and 2.5 years in Digital Marketing, specializing in graphic design, advertisement, Photoshop, video editing, video coverage, and performance marketing. Adept at combining analytical skills with creativity to enhance brand visibility and optimize digital campaigns. Passionate about leveraging technology and design to drive user engagement and business growth.

WORK EXPERIENCE

Social Media Manager
[**Zetpeak**] – [**Bengaluru, karnataka**] [**Oct 09 2023**] – [**November 08 2024**]

- Developed and executed comprehensive social media campaigns, aligning with overall marketing strategies.
- Created visually appealing and engaging content using Canva, Adobe illustrator and Adobe Photoshop
- Analyzed campaign performance using Google Analytics and Meta Insights, providing actionable recommendations.
- Collaborated with the content and design teams to maintain brand consistency.

[**S.E.A GROUP OF INSTITUTION**] – [**Bengaluru, karnataka**]
[**NOV 09 2024**] – [**TILL DATE**]

- Managing and executing digital marketing strategies to enhance the online presence of S.E.A Group of Institutions across multiple platforms.
- Handling social media platforms (Facebook, Instagram, YouTube, LinkedIn, and Twitter) by creating and scheduling engaging content.
- Designing promotional materials, banners, and event creatives using Photoshop, Illustrator, and Canva.

Automation Testing
[**Expleo**] - [**September 1 , 2021**] – [**June 22, 2023**]

- Designed and executed automated test scripts to enhance software quality.
- Developed and maintained test cases using tools like Selenium, TestNG, and JUnit.
- Identified and reported bugs, improving product stability and user experience.

DECLARATION

I declare that the details mentioned above are true to the best of my knowledge and I bear full responsibility for their correctness.