

MOHAMMED NIHAD KP

Chaliyam, Kozhikode, Kerala, India

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PROFESSIONAL SUMMARY

Results-driven marketing professional with proven expertise in digital marketing campaigns, brand growth strategies, and creative content development. Demonstrated ability to drive engagement and ROI through data-driven marketing initiatives. Seeking to leverage analytical skills and creative mindset to contribute to Google's marketing excellence.

SKILLS

Marketing: Digital Marketing, Brand Strategy, Content Marketing, Social Media Marketing, SEO/SEM, Campaign Management, Market Research, A/B Testing, Customer Segmentation

Creative: Copywriting, Graphic Design, Video Editing, Adobe Creative Suite, Canva, Figma

Analytics: Google Analytics, Data Analysis, Performance Metrics, ROI Optimization, Marketing Attribution

Technical: HTML/CSS, Email Marketing Platforms, CMS, Marketing Automation, CRM Tools

PROFESSIONAL EXPERIENCE

[Your Most Recent Role Title]

[Start Date] – [End Date]

[Company Name], [Location]

- Developed and executed integrated marketing campaigns that increased brand awareness by [X%] and generated [X] qualified leads
- Managed social media strategy across multiple platforms, growing follower base by [X%] and achieving [X%] engagement rate
- Collaborated with cross-functional teams to launch [X] product campaigns, resulting in [\$X] in revenue
- Analyzed campaign performance metrics and optimized marketing spend, improving ROI by [X%]
- Created compelling content including blogs, case studies, and video scripts that drove [X%] increase in website traffic

[Previous Role Title]

[Start Date] – [End Date]

[Company Name], [Location]

- Spearheaded brand repositioning initiative that resulted in [X%] increase in brand recognition and [X%] growth in market share
- Designed and implemented email marketing campaigns with [X%] open rate and [X%] click-through rate, exceeding industry benchmarks
- Conducted market research and competitive analysis to identify growth opportunities and inform strategic decisions
- Managed marketing budget of [\$X], optimizing allocation to maximize campaign effectiveness
- Partnered with sales team to develop targeted campaigns that shortened sales cycle by [X days]

[Earlier Role Title]

[Start Date] – [End Date]

[Company Name], [Location]

- Executed social media campaigns that increased engagement by [X%] and drove [X] new customer acquisitions
- Created visual content and marketing materials for [X] campaigns, maintaining brand consistency across channels
- Monitored campaign performance using Google Analytics and provided actionable insights to improve conversion rates
- Collaborated with influencers and brand partners to expand reach and build community engagement

KEY CAMPAIGNS & ACHIEVEMENTS

[Campaign Name]

[Year]

- Led end-to-end execution of [describe campaign], achieving [X%] increase in [metric]
- Managed budget of [\$X] and delivered [X%] ROI through strategic channel optimization

[Campaign Name]

[Year]

- Conceptualized and launched viral marketing campaign that garnered [X] impressions and [X] media mentions
- Collaborated with creative team to produce award-winning content recognized by [Award/Recognition]

EDUCATION

Model Polytechnic College, Vadakara
Diploma in Computer Engineering

Expected July 2028
Kozhikode, Kerala

CERTIFICATIONS

- Google Analytics Certification
- Google Ads Certification
- HubSpot Content Marketing Certification
- Meta (Facebook) Blueprint Certification