



MAZHAR IMAM

DIGITAL MARKETER

CONTACT INFORMATION

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SKILLS & ABILITIES

- Content Marketing
- Lead Nurturing
- Email Marketing
- SEO and SEM
- Data Analysis
- Website/Landing Page
- Social Media Advertising
- WordPress(Divi & Elementor)
- Creative Designing
- Strategic planning
- LinkedIn Marketing
- Human Resource Management

MARKETING TOOLS

- Google Analytics
- Facebook Business
- Google Ads
- LinkedIn
- UberSuggest
- Ahrefs
- SEMrush
- MailChimp
- Convertkit
- Canva
- Hubspot
- Photoshop
- GreytHR

EMPLOYMENT HISTORY

Digital Marketing Specialist

Prymus Brandcom India Pvt. Ltd. | Noida
Aug 21 - October 21

- Set digital marketing strategies for various clients
- Analyze web traffic metrics and suggest solutions to boost web presence
- Monitor marketing, and sales performance
- Creating WordPress Websites for clients and SMM plan
- Managing Social Media and Creatives design for clients
- Managing Facebook and Google Ads
- Managing SEO(On Page and Off Page)
- Web designing (Divi & Elementor)

Email Marketing & Lead Generation

UPDOER Technology Pvt. Ltd. | Noida
June 21- Aug 21

- Creating and monitoring email marketing campaigns
- Ensuring the design and layouts of emails are optimized
- Compiling email lists
- Following up on emails
- Tracking and analyzing campaign results
- Create a database of emails for lead generation
- Generate the leads from emails and LinkedIn
- LinkedIn Marketing and Lead Prospect.

Digital Marketing Intern

LearnToday.com | Bengaluru
Feb 21- June 21

- Fundamentals of Marketing
- Creating WordPress Blog
- Content Marketing
- Social Media & Networking Mastery
- Lead Generation & Email Marketing
- Mastering Facebook Ads
- Mastering Google Ads
- SEO (Search Engine Optimization)
- Marketing Automation
- Sales and Conversion
- Video Editing and Canva

HR Coordinator

Al Batra Glass and Construction | Dubai
March 20- July 20

- Manage employees' grievances
- Design compensation and benefits packages
- Managed Employees Attendance and Leaves
- Oversee daily operations of the HR department
- Recruitment and onboarding
- General administration and coordination
- Generating reports on general HR activity

HR Executive

Cedcoss Technologies Pvt. Ltd. | Lucknow
Dec 17- Feb 20

- Involved in recruitment and building corporate relations with training & Placement cell
- Administering and monitoring new hire orientation programs
- Managing employee Joining and Exit Formalities
- Implement engineer/ trainer of HRMS application
- Implement performance review procedures
- Monitor Employees Attendance and Leaves
- Involved in Employees Payroll and Salary distribution

COMPUTER PROFECIENCY

- Microsoft Office
- Libre office
- Office suites (G Suite)
- Window & Linux OS
- GreytHR HRM System
- Marketing Automation
- ESSL & SQL
- Social media
- Photoshop
- Video Editing

LANGUAGE

- English
- Hindi
- Urdu

PORTFOLIO

<http://digitalalif.com/>
<http://foxmediagroup.in/>
<https://prymus.co.in/>
<https://thehelpinghandlko.org/>
<https://holiacademy.com/>
<http://babavlogs.in/>
<https://newzcities.in/>

EDUCATIONAL HISTORY

MBA (HR & MARKETING)

Integral University, 2018 | Lucknow, India

B. Tech (Electrical Engineering)

Nagpur University, 2016 | Nagpur, India

PROFESSIONAL TRAINING

- Project Title: Modern Trade Big day Share Gain Activity

Project Area: HR/ Marketing

Company: Britannia Industries Limited

Duration: 8 Weeks (1st July 2017 to 31st August 2017)

- Entrepreneurship Development Cell, Integral University by IIT Kanpur

- HR workshop by NAS Solution, Lucknow

TECHNICAL TRAINING

- Project Title: Health Monitoring of Industrial Equipment by the system using .NET

- Completed training at GOVERNMENT POLYTECHNIC (45 days), which covered Allen Bradley PLC, Siemens PLC & SCADA (In-touch)

- AutoCAD Electrical by Priyadarshini College of Engineering, Nagpur

- Ethical Hacking and Cyber Security by Azure Skynet, INFOTECH, Nagpur

- Energy Conservation & Poster Competition by The Institution of Engineers, Nagpur

PERSONAL DETAILS

- Name: Majaharul Imam
- Date of Birth: 15 July 1994
- Marital Status: Married
- Gender: Male