



SABEENA SIDDIQUE

Digital Marketing Executive

My Contact

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📍 Delhi, Mayur Vihar

Expertise Skill

- Facebook & Google Ads Expertise
- SEO Specialist
- Canva Design
- Google Search Console & Google Analytics (GA4)
- Social Media Optimization
- HTML, CSS, & Word Press
- Google Keyword Planner, Uber suggest & Semrush
- Campaign Management

Education Background

2014- 2018

IEC College of Engineering & Technology
University - AKTU

About Me

Experienced Digital Marketing Specialist with expertise in SEO, Facebook Ads, and Google Ads. Skilled in developing, executing, and optimizing paid social media campaigns on Facebook and Instagram. Proficient in Canva for business proposal creation, and experienced in keyword research and competitor analysis using SEMrush, Google Keyword Planner, and Ubersuggest.

Professional Experience

REVES ENTERPRISE | Digital Marketing Executive
March 2023 – July 2024

Key responsibilities:

- Proficient in running and optimizing Facebook and Google Ads campaigns to generate leads or sign-ups and optimize campaign budgets, bidding strategies and bid to achieve campaign's ROI.
- Specialized in improving keyword rankings and increasing organic traffic through comprehensive on-page and off-page SEO activities.
- Skilled in creating social media posts and business proposals using Canva, enhancing brand presence.
- Created weekly and monthly reports on organic & paid traffic using Google Search Console, Google Analytics, and social media insights, with improvement suggestions.
- Handling Social media Platforms like LinkedIn, Facebook, Instagram & Twitter.