

TAUSEEQ HUSAIN

DIGITAL MARKETER



+91-9044331522



iamtauseeq@gmail.com

About Me

As a Digital Marketing Executive, I have developed and executed effective strategies across various digital platforms, significantly increasing website traffic through successful SEO and social media initiatives. By creating relevant and engaging content, lead generation has been enhanced. With strong communication and project management skills, effective collaboration with cross-functional teams drives objectives. Proficient in Google Analytics, Meta ads, LinkedIn ads, AdWords, and email marketing tools. A passion for the latest digital trends and a creative approach make me a strong candidate for the Digital Marketing Executive position.

Expertise & Skills

- Social Media Marketing.
- Social Media Optimization.
- Search Engine Optimization (On & Off Page)
- Content Creation and Marketing.
- Content Writing include Website Content, Blogs.
- LinkedIn Ads.
- Meta Ads.
- Google Ads.
- Google Analytics.
- YouTube SEO
- Lead Generation.
- Email Marketing
- Graphic Design (Infographic)
- Content Research and Development
- Copywriting

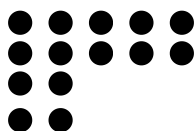
Languages

English

Hindi

French

Urdu



Experience

CloudSeals Pvt. Ltd. (September 2023 - Present)

Digital Marketing Executive

- Started working as a Digital Marketing Executive, for a UK based company.
- Managing various Digital Marketing fields including, SEO, SMM, SMO Meta Ads, LinkedIn Ads, Google Ads, Lead Generation, Blog writing, Content writing, writing website content and creating ad campaigns.
- Taking care & boost of website traffic by using SEO techniques Organically.
- Generate leads from Meta ads and LinkedIn ads.
- Utilized Google Analytics to track website performance.
- Managed social media accounts for brand exposure
- Collaborated with design team for visually appealing ads
- Infographic Creation along with Graphic team
- Write an SEO optimized blogs and a website content.
- Work on "ON-Page SEO as well as OFF- page SEO.
- Generate Leads and do conversions.
- Focusing on Keyword research.
- Give a boost to social media platforms, Facebook, LinkedIn, YouTube and Instagram.
- Creating Social Media calendar and Content Planning for various Platforms.
- Team Leading based on project with Graphic designer and motion graphic artist.

GrubWeb Service (January 2021 - September 2023)

Digital Marketing Executive

- Developed and executed digital marketing strategies to increase online presence and drive sales.
- Managed social media platforms of various clients.
- Boost Website Traffic of international as well as national clients by using SEO techniques.
- Creating Infographic.
- Conducted market research to identify new opportunities for growth.
- Monitor website analytics by using Google Analytics.
- Content writing including Blogs, Website Content, Social Media caption
- Conduct Keyword research and both On & Off page SEO to improve organic search rankings and increase traffic.
- Created and executed social media marketing campaigns on platforms such as Facebook, Instagram, and Twitter, resulting in growth in social media followers and engagement.

RSEC Educational Institute (January 2020 - January 2021)

Digital Marketing Associate

- Assisted in the development and execution of digital marketing strategies, including SEO, PPC, social media marketing, and email marketing.
 - Conducted competitor analysis and market research to identify opportunities for growth and stay ahead of industry trends
 - Managed social media accounts, created and scheduled content, and engaged with the online community to enhance brand awareness and customer engagement
 - Assisted in the optimization of website content and structure to improve organic search rankings and increase website traffic.
 - Identify new opportunities for brand growth
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Education

Degree

Bachelor's in Business Administration

University of Lucknow

Certifications

- The Fundamentals of Digital Marketing by Google Digital Garage
 - SEO Toolkit By SEMrush Academy
 - Content Marketing at Hubspot Academy
 - Instagram Automation Course By Digital Scholar
 - Strategic Digital Marketing By Data trained
 - Content Marketing and SEO Fundamentals By SEMrush Academy
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Internship

Digital Marketing Intern at DataTrained Institute (Noida)

- looking into On Page SEO.
 - Creating a backlink for Off Page SEO.
 - Social Media Optimization.
 - Creating ad copy & campaigns.
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