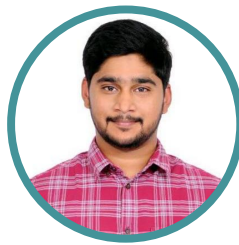


# Maaz Ahmed Syed

## Digital Marketer

A freshly interned candidate with immense intrigue for digital marketing, craving to work for a dynamic organization to contribute.



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Chennai

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## WORK EXPERIENCE

### Digital Marketing Intern Medikamart

05/2023 - Present

India

Medikamart is a healthcare service providing company

#### Achievements/Tasks

- Worked on website page designing.
- Carried out keyword research for the website and for their healthcare apps.
- Create reports and analyze results on weekly basis.
- Develop social media campaign and ongoing strategy for outreach.
- Created backlink profiles through directory submission, classified ads submission and by social bookmarking.
- Did article submission for quality inbound links.
- Worked on ASO for better performance of the app.
- Manage marketing content for the website, and report activities and result to the brand management team.
- Implemented SEO-based content for the app and website
- Discussed Marketing strategies for ranking of the website on SERP

### Civil Engineer Legacy infrastructure

06/2018 - 04/2023

Mysore

Its a residential house construction company

#### Achievements/Tasks

- Managed labours to carry out their daily tasks
- Quantity analysis for the construction.
- Material management to safe guard the material and minimize the wastage.
- Interior designing of the residential buildings
- Coordinated with the team and planned the schedule for the workflow to meet the deadlines of completion time.
- Managed curing team on regular basis
- Time to time inspection on plumbing team, electricity team and the construction team to make sure of a quality work.

### SEO Analyst Evoplus IT services PVT LTD

Chennai

#### Achievements/Tasks

- Carried out analysis on competitors and current SEO developments, recognized future trends, and acted accordingly.
- Monitored regular traffic analysis.
- Increased monthly organic traffic using Inbound Marketing
- Optimized product advertising on the company website, Facebook, Instagram, and Google Ads.
- Evaluated clients website for optimal search engine ranking.
- Researched keywords relevant to marketing efforts of clients
- Prepared content based upon up-to-date google ranking algorithms.
- Transformed company website, growing traffic by introducing user-friendly content.

## SKILLS

Search Engine Optimization

Search Engine Marketing

Google Analytics

Google Webmasters

Google Adwords

Google Tag Manager

Google Trends

Google Keyword Planner

Web.dev

Facebook Marketing

Youtube Marketing

Wordpress

LinkedIn Marketing

Quora

Brand Visibility

Infographics

Ahref

Semrush

Moz

AutoCAD

## LANGUAGES

English

Full Professional Proficiency

Urdu

Limited Working Proficiency

Hindi

Professional Working Proficiency

Telugu

Limited Working Proficiency

Tamil

Limited Working Proficiency