



MASHKOOR ALI

Digital Marketeer

My Contact

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Hard Skill

- Search Engine Optimization(SEO)
- Search Engine Marketing(SEM)
- Google Analytics
- Social Media Marketing
- SQL
- Paid Acquisition

Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking

Education Background

- **Mudra Institute of Communication, Ahemdabad (MICA)**
Advance Certificate in Digital Marketing and Communication
2022-23
- **Institute of Hotel Management, Jaipur**
B.Sc. In Hospitality and Hotel Administration
2019-22

About Me

Digital Marketeer with strong industry knowledge and a passion for creative problem solving with 2 years of experience. Possesses exceptional analytical, organizational and communication skills. Proven ability to strategize, plan and execute Innovative marketing campaigns that drive consumer engagement and increase revenue. Experienced in using a wide range of digital marketing the Including SEO, SEM, Adwords, Google Analytics and Email Marketing.

Professional Experience

Lotus Interworks~ Simplia | Digital Marketing Executive

July 2023- Present

Key responsibilities:

- Utilize Google Analytics, Google Search Console, and similar tools to track website traffic, user behavior, and campaign performance and creating strong do-follow backlinks.
- Generate regular reports showcasing key metrics and insights to drive data-backed decisions.
- Perform keyword research and analysis to enhance website SEO.
- Optimize website content and structure for improved search engine rankings.
- Liaise with international clients to understand objectives and communicate campaign progress and results effectively.

TFR Consultancy | Digital Marketing Executive

Jan 2022- April 2023

Key responsibilities:

- Build and execute Social Media Strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Organic Branding and Lead Generation for B2B, B2C, SAAS Platforms, Ad-tech, Business Model etc.
- Develop and execute social media strategies across platforms like Facebook, Instagram, Twitter, LinkedIn, etc.
- Plan and execute email marketing campaigns, including segmentation and A/B testing.
- Collaborate with content creators to develop high-quality advertising content and Social Media Content (posts, reels, videos, etc.).

Tools

- Semrush ★★★★★
- Google Keyword Planner ★★★★★
- Ahrefs ★★★★★
- Uber Suggest ★★★★★
- Mail Chimp ★★★★★