

TAHA KHAN

SEO & SALES EXECUTIVE

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SUMMARY

Results-oriented Sales and Digital Marketing Associate with proven expertise in driving lead generation, creating impactful marketing campaigns, and exceeding sales targets. Skilled in CRM tools, SEO, and designing compelling visuals with Canva to enhance brand presence. Adept at cultivating strong client relationships, delivering value-driven solutions, and optimizing strategies to achieve business objectives

PROFESSIONAL EXPERIENCE

PIYUSH STEEL (SEO & SALES Executive)

June 2024 - Present

- Developed and executed comprehensive sales and marketing strategies to drive lead generation and revenue growth.
- Conducted follow-ups with potential clients to nurture leads and close sales.
- Performed SEO activities, including content writing and link-building strategies.
- Created and published high-quality content for off-page SEO, focusing on acquiring backlinks from high domain authority websites to enhance online visibility.
- Implemented on-page SEO strategies, including keyword optimization, meta tag creation, and technical audits to improve website ranking and search engine performance.
- Executed targeted outreach via phone calls and personalized emails to potential customers, clearly articulating product benefits which led to a significant increase in qualified leads and customer inquiries.
- Created and designed engaging marketing materials and social media posts using Canva, increasing audience engagement by 50%.
- Managed data execution for lead generation campaigns, analyzing performance metrics to optimize strategies and improve lead quality by 20%.

EVOTEX SYNTHETICS (Sales Associate)

Sept 2023 - Feb 2024

- Identified and pursued new sales opportunities through research and networking.
- Negotiated contracts, exceeding sales targets consistently.
- Created a training program for customer service representatives, increasing first-contact resolution rates by 25%.
- Maintained accurate sales activity records, ensuring timely reporting and data integrity.

EDUCATION

Bachelor of commerce

2021-2024 | SGPI: 7.73 (73.40%)

Jai hind College, J.T Lalwani College & Sheila Gopal Raheja College of Management

- (Autonomous)

Higher Secondary School Certificate

2019-2021 | 83.83%

Lala Lajpatrai College, Mumbai University-Mumbai, India

- (Commerce)

CERTIFICATES & SKILLS

GOOGLE DIGITAL GARAGE Dec 2024	MS Excel	Wordpress
Fundamentals of digital marketing	Canva	C panel
SEMRUSH Dec 2024	Communication	Google Analytivs
SEO Principles: An Essential Guide for Beginners	Negotiation	Google Search Console
	Relationship Building	SEM Rush