

# LARAIB QURESHI

DIGITAL MARKETING EXECUTIVE



7819092277



Laraibqureshi119@gmail.com



Meerut, U.P. India

## About Me

Digital Marketing Executive with expertise in PPC, content creation, social media management, and PPC advertising. Proven ability to enhance brand visibility, drive online traffic, and optimize campaigns for maximum ROI. Skilled in developing data-driven marketing strategies, engaging audiences across multiple digital channels, and collaborating with cross-functional teams to execute impactful campaigns.

## Experience

### MyCommunity.today 2024 - Present

Job Position : Digital Marketing Associate

- Managed and optimized PPC campaigns, monitoring performance and adjusting bids and ad copy to maximize ROI and drive conversions.
- Managed digital marketing projects, including SEO, PPC, and social media management for SaaS Companies.
- Specialized in optimizing websites on WordPress and Shopify, improving rankings and driving organic traffic through best practices for Ecommerce Clients.
- Developed and managed social media accounts for clients, enhancing visibility and increasing followers by creating unique, engaging content across various platforms.

### Ahuja Media : Nov-Jan 2023

Digital Marketing Intern

- Developed and managed WordPress websites.
- Assisted in planning, executing, and optimizing paid advertising campaigns across various platforms including Google Ads, Facebook Ads, Instagram, ensuring that they aligned with client objectives and drove measurable results.
- Conducted on-page and off-page SEO to enhance website rankings.
- Managed social media accounts, creating posts and running targeted campaigns to boost engagement and follower growth.
- Collaborated with the team to develop digital strategies aligned with client objectives.

## Language

- English
- Hindi
- Urdu

## Skills

- Digital Advertising (PPC)
- SEO
- Content Writing
- Website Designing/Wordpress
- Canva
- Social Media Marketing

## Education

**Skill Degree in Digital Marketing**

Skill Circle 2023

**B.com**

U.P.Rajshri Tandon University