



## ASLAM BADUSHA

DIGITAL MARKETING EXECUTIVE

### CONTACT

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### OBJECTIVE

Looking for a challenging position in the field of any professional job.

### SKILLS

- SEO , SEM & SMM
- PROJECT MANAGEMENT
- PPC
- GOOGLE ADWORD
- FACEBOOK ADS
- LEAD GENERATION
- MS OFFICE
- KEYWORD RESEARCH
- WEBSITE AUDIT

### LANGUAGES

- ENGLISH
- HINDI
- MALAYALAM
- ARABIC

### PROJECT

ABCcoders , one of the pioneers in providing coding lessons to thousands of students across the globe with their unique methodologies is lead by a 11 year old coding wizard named Ameen. They teach you how to code or build websites or Mobile Apps. Though all the traditional marketing platforms are used for their services, they also depend on profile marketing using video blogs and news bytes in popular media apart from Social media platforms and Google search Engine.

### PROJECT RESPONSIBILITY

- Evaluate websites based on technical factors, on page & off page analysis to summarize the current SEO strength of the Site.
- Analysis the current ranking keywords, also find out new keywords that will rank the site, evaluate competitor's website and keyword gap analysis to find out keywords and also done backlink gap analysis to find out new sites for backlink creation and used tools like Ubersuggest SEMRush, SEO analysis & review by wooRank, Seobility, Google keyword planner,Ahrefs

### EDUCATION HISTORY

- SOCIAL MEDIA AND DIGITAL MARKETING MANAGER  
DDU-GKY - 2022
- B.COM FINANCE & TAXATION  
University of calicut -2021

### EXPERIENCES

Digital Marketing Specialist

**Lemonmint Creative Ads Pvt. Ltd**

01/02/2022 - still working

### CERTIFICATES

- Fundamentals of Digital Marketing  
Google Digital Unlocked
- E-Mail Marketing  
Hubspot Academy
- SEO Certified  
Hubspot Academy
- Content Marketing  
Hubspot Academy
- Social Media Certified  
Hubspot Academy