



Profile:

Results- focused marketing associate with a thorough understanding of social media, content marketing, customer engagement and community building strategies. Proven ability to drive sales grains and increase brand awareness.

Results include:

- Drove a 120% Increase In web traffic for one employer through integrated digital campaigns.
- Boosted lead generation for current employer by 60%, primarily through social media.
- Generated 80% more sales through shopping campaigns for e-commerce websites.

Technical skills:

- Digital Marketing Strategy
- Social Media Marketing
- Display & Video 360
- Display Marketing
- Video Marketing
- PPC Advertising
- Budgeting & Planning
- Content Marketing
- Web Analytics

Professional Experience:

Ennoble Technologies – Hyderabad

August 2018 – Present

Key Qualifications & Responsibilities

- Focus, motivate and inspire the team in a goal and results orientated way by driving optimum individual and team performance in order to deliver against agreed KPIs and targets
- Effectively integrate SEO best practices within the entire content production process.
- Oversee paid search (SEM) and display advertising marketing channels across Google AdWords.
- Oversee social media marketing (SMM) and advertising on Facebook, Instagram, and Twitter.
- Experiment, monitor, analyze and optimize each paid campaign to achieve maximum ROI.
- Work with team members to get required creative & content in-place for the marketing.
- Perform keyword research to identify top keywords and opportunities in focus areas.
- Use Google Analytics to capture key site performance metrics to measure goals.
- Run the various test and improve website conversion rate, and promote good user experience.
- Create digital marketing performance reports with recommendations for improvements.
- Measure and report performance of all digital marketing campaigns, and assess against goals.

Key Qualifications & Responsibilities

- Plan and execute SEO / SEM / SMM campaigns.
- Promoting marketing events on social media such as Facebook, Twitter, and LinkedIn.
- Generate leads from websites and different social media platforms through various campaigns.
- Perform keyword research to identify top keywords and opportunities in focus areas.
- Blog posting on different blogging platforms like Blogger & Word Press CMS.
- Handle Google search console and review regularly to ensure all issues are handled properly.
- Generating daily, weekly and monthly reports from Google Analytics and Google Webmaster tool

Yuktha Entertainment Services – Hyderabad

November 2015 – November 2017

Key Qualifications & Responsibilities

- Analyze the current situation of a business online presence and its competitor rankings.
- Analyze campaign and website performance to identify opportunities for growth.
- Strategize the SEO (On Page, Off Page) & SEM roadmap as per the inputs received.
- Perform keyword analysis and create, run and manage SEO & SEM related tasks independently.
- Publish content to social media channels, track social media campaigns.
- Accountable to create, run and manage social media campaigns as required.

Academic qualification:

Graduate in Computer Science Engineering

Nishitha College of Engineering & Technology – Hyderabad 2010-2014

Certifications:

- Certified in Google Search & Display Ads.
- Digital Unlocked Certified by Google
- SEO Certified by E-marketing Institute.

Personal details:

Full Name : Nasar Mohammed

Nationality : Indian

Marital Status : Married

Languages : English, Hindi & Telugu

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