
 9567320393

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 PANDIKKAD , MALAPPURAM

## EDUCATION

- HIKAMIYYA ARTS AND SCIENCE COLLEGE  
DEGREE, MASS COMMUNICATION
- GOVT HIGHER SECONDARY SCHOOL  
PANDIKKAD , PLUS TWO, HUMANITIES

## SKILLS

- SEO (ON PAGE SEO , OFF PAGE SEO)
- KEYWORD RESEARCH
- EMAIL MARKETINGS
- E COMMERCE SEO
- SOCIAL MEDIA MARKETING
- TECHNICAL SEO
- GOOGLE ADS
- GOOGLE MY BUSSINESS OPTIMZATION

## LANGUAGE

- ENGLISH
- MALAYALAM

## INTEREST

- YOUTUBE
- LEARNING

# ABDU SALAM K

## DIGITAL MARKETING EXICUTIVE

### ABOUT ME

Results-driven Digital Marketing Executive with 2+ years of hands-on experience in developing and executing successful online marketing strategies. Skilled across key digital channels including SEO, SEM, Meta Ads, Google Ads, social media, and email marketing. Proven ability to drive brand visibility, audience engagement, and lead conversion through data-driven decision-making. Adept at analyzing campaign performance and continuously optimizing for improved ROI and business growth.

### PROFESSIONAL EXPERIENCE

#### • G-TEC COMPUTER EDUCATION PANDIKKAD (DEC , 2024 - PRESENT) DIGITAL MARKETING EXICUTIVE

- STRATEGICALLY PLANNED AND EXECUTED META (FACEBOOK & INSTAGRAM) AD CAMPAIGNS TO PROMOTE VARIOUS COMPUTER COURSES.
- GENERATED AND COLLECTED LEADS OF INTERESTED STUDENTS THROUGH TARGETED LEAD GENERATION ADS.
- CREATED, MONITORED, AND OPTIMIZED AD PERFORMANCE TO ENSURE COST-EFFECTIVE STUDENT ACQUISITION.
- DESIGNED ENGAGING CREATIVES AND AD COPY TAILORED TO STUDENT DEMOGRAPHICS.

#### BRANDNMARK (MAY 01, 2023- DEC06, 2024)

<https://rainhopes.com/>

#### DIGITAL MARKETING EXICUTIVE

- PLANNED, EXECUTED, AND OPTIMIZED DIGITAL MARKETING CAMPAIGNS ACROSS PLATFORMS SUCH AS GOOGLE ADS, META
- MONITORED ANALYTICS AND CREATED PERFORMANCE REPORTS TO TRACK CAMPAIGN SUCCESS AND ROI.
- IMPLEMENTED SEO STRATEGIES TO IMPROVE WEBSITE VISIBILITY AND ORGANIC TRAFFIC.
- COLLABORATED WITH DESIGN AND CONTENT TEAMS TO CREATE COMPELLING CREATIVES AND COPY FOR CAMPAIGNS.

#### RAINHOPES SOLUTION (JANUARY 03, 2022 - APRIL 01, 2023)

<https://rainhopes.com/>

#### BUSINESS DEVELOPMENT EXECUTIVE

- IDENTIFIED AND PURSUED NEW BUSINESS OPPORTUNITIES THROUGH MARKET RESEARCH AND CLIENT OUTREACH.
- BUILT AND MAINTAINED RELATIONSHIPS WITH POTENTIAL AND EXISTING CLIENTS TO ENSURE LONG-TERM COLLABORATION.