

# Mohamad Nazim Shanavas

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Experienced & motivated **Digital Marketing Expert** with solid marketing and strategic background working with established, through to future leaders and managers.



- More than **13 years of experience** as a **SEO Lead, Senior, Digital Marketing Analyst and Operations Manager**.
- Background in **PPC Campaigns, SEO, Social Media Marketing, email marketing and client management**.
- Highly technical and experienced user of **Campaign Manager 360, Google Ads, Bing Ads, SEMRush, UberSuggest, Facebook, Twitter, Linkedin, Snapchat, TikTok Ads, On Page & Off Page SEO, Youtube Campaigns, etc**

## Skills & Competencies

Project Planning	Digital Marketing Agency	Client Configurations
Google Analytics	Search Engine Optimisation	Website Traffic
Campaign Manager 360	Search & Display Ads	Social Media Campaigns
Project Management	Shopping Ads	Administration
Multiple Campaigns Management	SEMRush & UberSuggest	Problem Solving
Critical Thinking	Active Workspace	Teamwork
Excellent Communication	Troubleshoot	Research & Development

## Experience

### Samson Clinical Courses

*Marketing & Administration Manager*

February 2024 to Till Date

- Managed Digital Marketing Campaigns across various platforms, targeting international doctors and nurses for the UK registration, and analysed campaign performance metrics.
- Coordinated with external vendors and partners for seamless course delivery and support services like placement assistance and getting registered in the UK.
- Supervised and trained administrative staff, fostering a collaborative and productive work environment.
- Played a key role in obtaining BAC accreditation for the Samson Courses, ensuring compliance with all required standards and guidelines.
- Oversaw day-to-day operations, implemented administrative systems, and managed budgets to ensure efficient and cost-effective operations.

**Audento Digital Pvt Ltd***SEO Lead*

November 2021 to January 2024

- Audento Digital ranks among the leading digital advertising companies in India, handling multiple projects from all over the world.
- Achieved 1st position on the Google Search Page for selected keywords (5000+ set), published blog content (50+ articles) and press releases.
- Used tools like SEMRush, UberSuggest, Google Search Console, Bing Webmaster Tool, Google Analytics Advanced, localviking, ahrefs, etc
- Managed all e-commerce, multiple location-based B2B businesses, and B2C business category
- Handling multiple accounts in Google Ads PPC Campaigns (Performance Max, Display, Search Ads)
- Dealing with Clients and plans oversee all aspects of program delivery, working with resources and clients, to meet the needs of the organisation.

**Hipoint Connect Pvt Ltd***Senior Analyst- Digital Marketing*

March 2020 to November 2021

- Digital Marketing activities for multiple projects, Hipoint Inc- Chicago, USA, Hipoint Connect- India, Q-Dev Engine- USA, Snipback App, Livehotshot App, HiNotify App, Hear 2 Rise App.
- Handling multiple projects like Leased Line Internet, Mobile App, Software Development, etc in India & USA.
- Using tools like Hubspot, Ahrefs, Lead forensic, Mixpanel, Google Analytics, CrazyEgg, etc Finding the effectiveness of marketing campaigns by analysing page clicks, keyword hits, search engine traffic, and other data.
- Preparing marketing reports provides frequent updates on the status of advertising campaigns, how much the campaign costs, and outlining the timetables and schedules.

**Toonz Media Group***Senior Executive- Digital Marketing*

December 2018 to March 2020

- YouTube ads, youtube ad campaigns, and optimization for many channels with more than 10 million subscribers.
- Coordinated the marketing team on creative campaigns and programmatic buying to support digital cross-promotion efforts, including email campaigns, Facebook promotions, outreach, and marketing initiatives for an improved end-user experience.
- Content marketing, content management system (CMS) experience, Customer relationship management (CRM)

### **Aries Group of Companies, Dubai**

*PPC Executive*

January 2016 to November 2018

- Set up, launch and optimise various PPC campaign ads and ad sets for multiple locations.
- Managed Google Ads and Facebook Ads resulting in a 30% increase in lead generation.
- Developed and implemented A/B tests to improve ad performance and increase CTR by 10%.
- Reduced cost-per-click by 30% by optimising ad copy and targeting.

### **BU Engineering and Inspection Pvt Ltd**

*Operations Manager*

August 2010 to October 2015

- Development and delivery of product demonstrations (Inbound and Outbound)
- Created and monetized new digital ad positions and programs
- Analyse and improve organisational process and workflow, employee and equipment layout implement changes.

### **Education**

- MBA (International Business Management) from IIBM, 2016-2018 (**7.5 CGPA**)
- B-Tech in Mechanical Engineering from University of Kerala, 2006-2010 (**6.1 CGPA**)

### **Training & Certification**

- Microsoft Certified Advertising Professional
- Campaign Manager 360, DV 360, Google Ads Certified
- Diploma in Digital Marketing from Synergy School of Business Skills
- Waze Ads & Hubspot Certified in Inbound Marketing
- Certified in Google Advanced Analytics, Youtube, Shopping, Apps, etc

### **Declaration**

I do hereby declare that all the details furnished above are true to the best of my knowledge and belief.

Place:

MOHAMAD NAZIM SHANAVAS

Date: