**SYED SAIF ALI**

**Digital Marketing Consultant** **|** **Growth Marketing** | **+91 8793488860** **|** **syedmca7@gmail.com**

# **Objective**

Competent professional, targeting assignments in **Digital Marketing Technology** with a leading organization of repute preferably in **IT Industry** in **India** and **Middle East.**

# **Summary**

* **MCA** from Dr. Bam University, Aurangabad with overall **3+ years** of experience in **Social Media Marketing,** **Brand Building & E-commerce**
* A Digital Marketing Professional with **3+ years** of Experience in area of **SEO**,**SMM & E-Commerce**
* Implementing marketing campaign in **Facebook** & **Google Ads** & inviting paid visitors
* Experience in creating **Shopify Store** on **Shopify** and implementing the marketing strategies for brand
* Experienced in **Lead Generation**, **Visibility**, **branding** though various search engines, Off-site submission and local media channels
* Uploading the **banners** for daily basis in **social media pages**
* Promoting social media pages to raise the **brand awareness**
* **Maintaining** & **monitoring** of keywords **bid**, account daily & monthly budget caps, impression share quality store
* Implementing web marketing strategies that have helped brands & organizations to generate leads /revenue and increased profits in competitive markets
* **Video Creation**: Created an Marketing Video for YouTube on the Topic "First Amazing

Product”

* **Content Creation**: Assist in Creating Marketing Campaign OR a blog
* Formulating marketing strategies on social media channel ( Facebook, Instagram, LinkedIn ,Twitter and Pinterest )
* Hand on Experienced in E-Commerce and apply ‘Growth Marketing strategies’
* Strong knowledge and experience in  **Canva,**
* Solid knowledge of SEO, keyword research and Google Analytics

# **Education**

* 2013 **Master of computer Application (MCA)** from Millennium Institute of Management, Aurangabad, India.
* 2010 **B.sc(Information Technology)**  from Yeshwant College of IT Parbhani, India
* 2007 **HSC** from Pune Board
* 2005 **SCC** from Pune Board

# **Professional Experience**

# **Project # 1 E-Commerce Specialist (Freelancer)**

Roles & Responsibility

* Performed social Media optimization activities on Facebook, Instagram , LinkedIn , Pinterest and Twitter for various online marketing projects
* Used Mail Champ for E-Mail Marketing campaign & it connect it with E-commerce platforms
* Formed website Banner, Post , Logo using 'Canva
* Exposure of handling volusion store and integrate it with Amazon

**Project # 2 Digital Marketing Manager (Freelancer)**

Roles & Responsibility

* Design, implement and manage websites using Word Press
* Collaborate with members of a creative team
* Create Word Press plug-ins and themes
* Design and implement social media strategy to align with business goals
* Manage and analyze Facebook ads campaign
* Oversee social media accounts’ design (e.g. Facebook timeline cover, profile pictures and blog layout)
* Monitor SEO and user engagement and suggest content optimization

# **Certifications**

* ISTQB Certified Software Tester
* Social Media Marketing Certification
* Hub spot Inbound Marketing
* Campaign Manager Certification Google
* Google Ads Search Certification Google
* Google Analytics Certification Google Analytics

# **Technical Skills & Tools**

**E- Mail Marketing Tools:** Mail Champ

**E-Commerce Platform**: Shopify, Word Press

**Designing**: Adobe, Canva

**SEO Analyzer**: Nail Patel, Moz & Ahrefs

**Google**: Google alerts, Google Trends, YouTube, Google Analytics,

**Crawling:** Google Search Console

**Links:** Bitly

# **Personal detailed**

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| **Name :** | Syed Saif Ali |
| **Date of Birth :** | 23rd June 1990 |
| **Marital status :** | Married |
| **Current Address :** | P.no 48 Nahid Nager, Aurangabad |
| **Permanent Address :** | P.no 48 Nahid Nager, Aurangabad. |
| **Passport** | Indian |