



# SHAHID K

## DIGITAL MARKETING SPECIALIST

### ABOUT ME

I am a **Digital marketing specialist with 1 year Experience** and, Digital marketing is a very challenging field and I have been able to achieve good results through continuous practice. I would like to fully utilize my knowledge and skills, while making a significant contribution to the success of the company. By the way of continuous marketing techniques through Seo, Email Marketing, social Media Marketing, etc. brings the company a positive impact.



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Al Karama, Dubai  
United Arab Emrates

### TOOLS

- SEM Rush & Ahref
- Google keyword planner
- Google Analytics
- Google Tag Manager
- Facebook Business
- Wordpress

### SOFTWARE SKILLS



## WORK EXPERIENCE



### JUNIOR DIGITAL MARKETING SPECIALIST

TECHNORAYS DIGITAL MEDIA PVT.LTD | KALOOR , KOCHI

### OVERVIEW

Working as a Junior Digital Marketer in Technorays Digital Media a Dubai-based Digital Marketing Agency in Ernakulam which provides various digital services to B2B and B2C clients all over Dubai. Optimized and ranked different websites for clients and made site audits for the same.

### WHAT I DO

- Created site audit reports, monthly ranking, and conversion reports.
- Selected and planned keywords that got more traffic.
- Integrated analytics and google tag manager for getting more and accurate information.
- Audited and cleared site errors using site audit tools and manual auditing techniques.

### Other experience

#### INVENTORY CONTROLLER 2021 - 2022

JIO MART

#### SORTING EXECUTIVE 2020-2021

ECOM EXPRESS

## SKILLS & EXPERTISE

### Digital Marketing

Search Engine Marketing (SEM): Google Ads Campaign  
 Search Engine Optimization (SEO): On Page SEO & Off Page SEO etc.  
 Social Media Marketing (SMM): All Paid Promotions - Facebook & Instagram Lead Generation etc  
 Web Analytics | Email Marketing | Content Marketing | Blog etc

### Web Designing & Graphic Design

Web Page Designing | HTML5, CSS3

Bootstrap | Web Hosting | Domain Registration

Webmail | Outlook Configuration | Poster Design | Wordpress



## PERSONAL SKILLS

- Self Motivated
- Teamwork
- Strong written and verbal communication
- Able to see the big picture
- Strong organization
- Language expertise



## PERSONAL DETAILS

Nationality : Indian  
 Date Of Birth : 13th JAN 1997  
 Marital Status : Single  
 Passport No : C3720464  
 Visa Status : Visit Visa



## LANGUAGES KNOWN

- ENGLISH
- MALAYALAM
- TAMIL

## EDUCATIONAL QUALIFICATIONS

### TECHNICAL QUALIFICATIONS

YEAR 2023

#### ADVANCED DIGITAL MARKETING TRAINING

METAHASH DIGITAL MEDIA LLP, KALOOR, KOCHI

JULY 2021

#### LOGISTICS & SCM

Patriot aviation college

Thrissur

YEAR 2020

#### Bachelor of commerce

Gain college

Thrissur

YEAR 2016

#### HIGHER SECONDARY

ICA Higher Secondary School, vadakekkad

YEAR 2014

#### SSLC

Rajah Senior Secondary School, chavakkad

## DECLARATION

I **Name**, here by declare that the information contained here is true and correct to the best of my knowledge and belief.

Place:.....

Date: .....

**Name**