

# SYED AMIR HASAN

Dynamic and results-driven Digital Marketer with a proven track record in managing Google Ads Meta Ads, strategies for high-growth startups. Website maintenance across various platforms, including WordPress, Shopify, and custom-built sites. Skilled in optimizing campaigns to achieve an impressive ROAS of 8, contributing to a consistent 20% month-over-month growth for the company. Adept at driving online traffic and improving conversion rates, with a deep understanding of digital marketing trends and tools.

## EXPERIENCE

### Digital Marketing Executive

Skillsify — New Delhi (Mar 2024 – Present)

- Creating marketing research study, consumer behavior, competitor analysis to enhance advertising and Sales Promotion for a Brand.
- Managed multiple Google Ads campaigns with a focus on maximizing ROI, resulting in a 30% increase in lead generation for key clients.
- Successfully ran Meta Ads for diverse brands, achieving significant audience reach and engagement metrics.
- Led SEO initiatives that improved organic search rankings and increased website traffic by 40%.
- Developed and executed SEO strategies that resulted in a 50% increase in organic traffic for clients.
- Collaborated with development teams to ensure websites were optimize for search engines and user experience.
- Manage and optimize on-page SEO for various websites, including Shopify and WordPress and wix platforms, to improve organic search rankings and drive traffic.

### Digital Marketing Intern

Kay4you — New Delhi (Aug 2023 – Mar 2023)

- Assisted in the management of Google Ads, Meta Ads and SEO campaigns for various clients.
- Supported the senior marketing team in analyzing data, preparing reports, and making recommendations for campaign improvements.
- Participated in brainstorming sessions to develop innovative marketing strategies and tactics.
- Gained hands-on experience with digital marketing tools and platforms, including Google Ads, Google Analytics, and SEMrush.
- Stay up-to-date with the latest digital marketing trends and technologies to continuously improve campaign performance.

## CONTACT DETAILS

**M.N. :-** (+91) 6388621646

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**Address :-** Jasola pocket 12, New Delhi, India

## CORE COMPETENCIES

- **Google Ads Management:** Expert in creating, managing, and optimizing PPC campaigns to maximize ROI.
- **Meta Ads:** Proficient in managing Meta Ads across platforms like Facebook and Instagram, focusing on audience targeting and ad optimization.
- **Search Engine Optimization (SEO):** Proficient in on-page and off-page SEO strategies, keyword research, and technical SEO.
- **Data Analysis:** Skilled in using Google Analytics and other tools to track and analyse website traffic and campaign performance.
- **Conversion Rate Optimization (CRO):** Focused on improving user experience and increasing conversion rates across digital platforms.
- **Client Relations:** Experienced in managing key client accounts, ensuring high satisfaction and delivering measurable results.
- **Growth Marketing:** Proven ability to contribute to rapid company growth, achieving 20% monthly growth in a competitive market.

## SUMMER INTERNSHIP

### Digital Program Internship

Pet Time online services Pvt Ltd - Four weeks Summer Internship Program.

- Lead Digital marketing awareness program
- Managed Brand & Media Management
- Social media strategies
- Developing a social media marketing strategy Creating engaging content for different platforms.

## **Advance Digital Marketing Certification (On site)**

SoftCrayons Tech Solutions Pvt. Ltd. (On site) (Apr - Aug 2023)

- Acquired advanced skills in Google Ads, Meta Ads management, including automation, AI integration, and multi-channel campaigns.
- Developed expertise in technical SEO, including site architecture optimization, schema markup, and advanced keyword strategies.
- Gained proficiency in Conversion Rate Optimization (CRO) through A/B testing, multivariate testing, and user behavior analysis.
- Mastered data analytics, including advanced Google Analytics features, attribution modeling, and data visualization using Google Data Studio.
- Created and executed content marketing strategies that align with SEO and PPC goals, focusing on content distribution and engagement.
- Ran sophisticated social media campaigns with advanced targeting, retargeting, and influencer marketing strategies.
- Implemented marketing automation techniques, including CRM integration, lead scoring, and cross-channel marketing.

## **EDUCATION**

**Dr. A.P.J. Abdul Kalam Technical University, \_ Aug 2020 - June 2023**

- Bachelor of technology (Electrical and electronics Engineering) with 71%

**Board Of Technical Education Uttar Pradesh \_July 2016 - May 2019**

- Diploma in Electrical Engineering with 66%

**Indian Certificate of Secondary Education \_July 2015 – Mar 2016**

- High School Board with 65%

## **CIRTFICATION (off Site)**

**Google Digital marketing & E-commerce \_ Jan 2023 - Mar 2023**

- Introduction to digital marketing landscape.
- Key digital marketing concepts and terminology (Google Ads, PPC campaigns (budget management, Email Marketing), Keyword selection and ad copywriting)

## **LANGUAGES**

- English
- Hindi

## **EXTRA CURRICULAR ACTIVITIES:-**

- Project in charge in Rotract Club
- Rotract Club Member
- Capitan of college foolball team

## **PERSONAL DETAILS:**

**Permanent Address** – V&P Kapsa Phulpur Allahabad 212402

**Date of Birth** - 05 May 2000

**Gender** - Male

**Marital Status** - Unmarried