

# Mohammad Sohrab

## DIGITAL MARKETING EXECUTIVE

Jamia Nagar Okhla Delhi- 110025

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### PROFILE

Experienced Digital Marketing Executive with a strong background in SEO, SEM, content marketing, and social media management. Skilled in using data analytics to drive traffic and boost conversion rates. Proven ability to manage PPC campaigns and email marketing to enhance brand visibility and generate leads. Excellent communication and project management skills, with a knack for creative thinking to develop impactful marketing strategies. Passionate about staying updated with the latest digital marketing trends and technologies to deliver effective results.

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### KEY SKILLS

Website Design (word-press)

SEO- On-page, Off-page

Keywords Research

Social Media & Meta Ads

Google Ads, Email- Marketing

Google search Console

Google Analytics

Semrush, ahrefs Etc.

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### PROFESSIONAL EXPERIENCE

#### CRMtravel™ IT Solution

June 2024 - Present

#### Digital Marketing Executive

Conducted in-depth keyword research and content analysis to optimize SEO strategies, enhancing website rankings and traffic. Performed competitor analysis to identify opportunities and trends. Managed and optimized campaigns on Meta Ads and Google Ads, focusing on audience targeting and ROI. Leveraged analytics tools to track performance and refine strategies for maximum impact.

#### ICCS-BPO

Aug 2023 - May-2024

#### Digital Marketing Executive

Experienced in managing clients' digital marketing strategies, including SEO, SMO, PPC, content management, and link building. Expertise in social media campaigns to boost engagement, content creation for blogs and emails, lead generation, and conversion optimization. Skilled in analytics and reporting to drive performance improvements.

#### Marlin Medical Assistance PVT LTD

Dec 2022 - July 2023

#### SEO Executive

Optimized websites with on-page and off-page SEO strategies, including keyword research, meta tag creation, and link building. Monitored performance using Google Analytics and Search Console. Developed SEO-friendly content, conducted competitor analysis, and implemented strategies to improve search rankings and traffic.

#### Yashfiin Healthcare Pvt Ltd

DEC-2019 NOV-2022

#### SEO Executive

Managed social media accounts to boost engagement and brand loyalty. Conducted market research, competitor analysis, and collaborated with teams on cohesive strategies. Planned on-page SEO, created content, optimized Facebook pages, and used Google Analytics for insights, tracking, and reporting.

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## **EDUCATION & CERTIFICATIONS**

### **Bachelor of Technology**

Electrical and Electronics Engineering (EEE)

Grade: 70%

### **Certification**

Samantus Web Training

## **LANGUAGE**

Hindi, Urdu, English