



MOHD ARSHAD

Sr. Digital Marketing Executive

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B-108, Street No. 11, Subhash Mohalla, North Ghonda, Delhi - 110053

Objective

Results-driven Senior Digital Marketing Executive with over 4 years of experience in executing and managing end-to-end digital marketing strategies. Proficient in SEO, social media planning, paid advertisements, and content creation. Experienced in tools like Google Analytics, Google Ads, and WordPress to optimize performance and drive measurable results. Proven expertise in website design, content writing, and developing actionable marketing plans to boost brand visibility and lead generation.

Education

Digital Marketing Delhi School Of Internet Marketing	Sep, 2019 - Feb, 2020
MA Political Science University Of Delhi	Jul, 2016 - June, 2018
BA Political Science (Hons). Zakir Hussain Delhi College, University Of Delhi	Jul, 2013 - June, 2016

Skills

Digital Marketing Strategy & Planning

Search Engine Optimization (On-page & Off-page SEO)

Social Media Planning & Campaign Management

Google Ads & Social Media Ads

Website Design & Content Writing (WordPress)

WhatsApp API Setup

Google Analytics & AdWords

Lead Generation & Performance Optimization

E-Mail Marketing

High-Quality Content Creation (Through AI)

Video Editing

Work Experiences

Epiidosis India Private Limited

Sr. Digital Marketer (May, 2024 - Present)

- Designed and developed the company website using WordPress, ensuring responsive and SEO-friendly layouts.
- Performed On-site and Off-site SEO to improve search engine rankings and visibility.
- Created engaging and optimized website content aligned with business goals and SEO requirements.
- Implemented WhatsApp API setup for enhanced communication and customer engagement.
- Developed and managed a comprehensive social media calendar for consistent posting and audience engagement.
- Planned and executed strategic social media campaigns to drive traffic and generate leads.
- Conducted keyword research tracking and optimized paid advertisements on Google Ads and social media.
- Monitored performance using Google Analytics to measure campaign success and improve ROI.

Gazing Technosoft Pvt. Ltd.

Sr. Digital Marketing Executive

(Oct, 2022 - Oct, 2023)

- Led SEO strategies (On-site and Off-site) to improve organic search performance.
- Conducted keyword research tracking and analyzed trends to optimize campaigns.
- Managed paid advertising campaigns on Google Ads and social media platforms.
- Utilized Google Analytics for campaign performance tracking and strategic decision-making.
- Developed and executed social media strategies to boost brand visibility and drive customer engagement.

Languages

Hindi	<div style="width: 100%; height: 10px; background-color: black;"></div>
English	<div style="width: 90%; height: 10px; background-color: black;"></div>
Urdu	<div style="width: 95%; height: 10px; background-color: black;"></div>

Strengths

- Honesty
- Continuous Learning
- Self Control

Hobbies

- Painting
- Capturing Moments
- Video Games
- Listening Songs

Projects

Omaxe Chowk (Chandni Chowk)

- Build Strategies for social media marketing.
- Research Captions and hashtags.
- Create Posters/Designs for posting.
- Create Campaigns (Facebook & Instagram Ads).

Sai Nath Realtors

(Rhythm Ccounty | Cyberthum | Grandthum | The Lease Spaces)

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Essentialsnow

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Personal Details

Father's Name: Mr. Shahid Ahmed

Mother's Name: Aisha Begum

Date Of Birth: 20-Jan-1996

Marital Status: Unmarried

Copperchips (August 2021 – September 2022) Digital Marketer

- Performed SEO optimization to improve search engine visibility.
- Conducted keyword research and monitored performance trends.
- Managed and optimized Google Ads and social media campaigns for targeted results.
- Utilized Google Analytics to generate performance reports and insights.
- Drove traffic to company pages and improved audience engagement on all social media platforms.

Neurology Sleep Centre Digital Marketing Executive (October 2020 – July 2021)

- Built and implemented digital marketing strategies for social media and campaigns.
- Managed keyword research and executed SEO activities to improve organic reach.
- Monitored and analyzed performance using Google Analytics.
- Planned and ran targeted social media campaigns on Instagram and Facebook.
- Created and edited engaging content, including videos and existing materials.

Internship

Neurology Sleep Centre

Digital Marketing Intern (April, 2020 – Sep, 2020)

- Build Strategies
- Google Analytics
- Social Media Marketing
- Keyword Research
- Campaigns on Instagram and Facebook
- Editing Existing Content
- Video Editing
- Search Engine Optimization (SEO)