SUHAIL KHAN

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Digital Marketing | Word Press | SEO | On Page SEO | Off Page SEO | Pay per Click (P.P.C) | SMO (Social Media Optimization) | SMM | Content Creation | Google Analytics | Google Search Console | Video Editing | Website Analysis | Email Marketing | WhatsApp Marketing | Bulk SMS Marketing | Python | Tableau | MS-Excel | MS-Power Point | MS-Word

~ Master of Business Administration in Marketing and Business Analytics with ~ 2 Year of experience in Digital Marketing ~ 1 Year of Experience in Freelancing ~ Graduation in Computer Science and Mathematics ~ Digital Marketing Training in DSOM Institute Dehradun

CAREER REVIEW

Digital Marketing Strategist ▪ AdxVenture (Dehradun, India)   May 2024 to Present 2024

→ Led the creation, development, and management of multiple websites, including UK.adxventure.com and RentMed, ensuring alignment with business objectives and target markets.
→ Developed and executed comprehensive SEO strategies (on-page and off-page) to enhance online visibility and improve search engine rankings across all projects.
→ Directed social media campaigns across various platforms, increasing brand awareness, engagement, and driving traffic to company websites.
→ Managed Meta Ads for DSOM, running lead generation and call ads to capture potential leads effectively.
→ Executed Google Ads for Adxventure clients, focusing on call ads and multiple lead generation campaigns to boost client growth.
→ Created AI-generated video content for YouTube, significantly enhancing digital presence and audience reach for Address Guru.
→ Managed business listings on Address Guru, ensuring accurate, authentic information and facilitating seamless buyer-seller interactions.
→ Managed e-commerce functionalities, including product listings and payment gateways.
→ Collaborated with cross-functional teams, including content writers, designers, and developers, to deliver cohesive and high-quality project outcomes.
→ Analyzed website performance and digital campaign metrics using tools like Google Analytics, making data-driven decisions to optimize strategies and improve results.
→ Provided regular client communication, delivering updates and insights, and ensuring satisfaction with project progress and outcomes.
→ Ensured timely project delivery within budget, maintaining high standards of quality, and meeting client expectations.

Digital Marketing Executive ▪ ACS Networks & Technologies (Dehradun, India)   March 2024 to May 2024

→ Managed the company's social media accounts (Facebook, Twitter, LinkedIn, Instagram, etc.) to increase brand awareness and engagement.
→ I created engaging and relevant content for various digital channels, including websites, blogs, social media.
→ Develop content marketing initiatives (blog posts, info graphics, etc.)
→ **Off-page SEO:** Implementing link-building strategies and engaging in social media outreach to enhance online presence and generate quality backlinks.
→ **On-page SEO:** Implementing keyword-rich Meta tags and optimizing website content for improved search engine rankings and user experience.
→ Managed Google Ads and Meta Ads campaigns for ACS, optimizing strategies for maximum performance and ROI.

S.E.O & Marketing Intern ▪ HAB Pharmaceuticals & Research Limited (Dehradun, India)   May 2023 to August 2023

→ Support the marketing team in implementing SEO strategies to improve the online visibility and ranking of the company's website and products.
→ **SEO Techniques:** learned and applied, such as keyword research, on-page optimization, link building, and off-page optimization.
→ **Market Research:** Contribution to market research activities, such as competitor analysis, consumer surveys.

Digital Marketing Intern ◼ AdxVenture (Dehradun, India)   **May 2022 to August 2022**

→ Managed social media for Adxventure, enhancing brand visibility and engagement.
→ Performed on-page and off-page SEO optimization, driving organic growth and improved search rankings.
→ Created and maintained blogs to boost Adxventure's online presence and audience reach.
→ Designed and developed a WordPress website using Elementor, ensuring a user-friendly interface and responsiveness.
→ Executed email marketing campaigns to nurture leads and improve customer retention.

≈ Key Projects≈

PROJECT: www.surewings.ae [SUREWINGS EXPERTS FZ LLC]

~ **Organization**: AdxVenture, Dehradun (Digital Marketing Agency)

Responsibilities: Target Market: Dubai & India

- Executed high-quality internal SEO for the Surewings Dubai project, achieving improved search engine rankings and visibility.
- Utilized the Yoast SEO plugin to implement best practices for on-page SEO, including content optimization and effective keyword placement.
- Developed and executed off-page SEO strategies to strengthen the website's authority and drive organic traffic.
- Enhanced the website's UX/UI, creating an engaging and user-friendly experience that aligns with SEO and accessibility best practices.
- Focused on delivering measurable SEO results and a seamless user experience to support Surewings Dubai growth in the aviation sector.
- Managed and optimized Google Ads campaigns targeting the Dubai market, increasing brand visibility and attracting relevant traffic for Surewings Dubai.

PROJECT: uk.adxventure.com *Website Development*

~ **Organization**: AdxVenture, Dehradun (Digital Marketing Agency)

Responsibilities: Target Market: Top10 cities in the United Kingdom

- Led the creation, design, and development of the UK.adxventure.com website.
- Managed and executed on-page SEO strategies for improved search engine rankings.
- Directed off-page SEO activities, including backlink building.
- Analyzed website performance using Google Analytics and other SEO tools for data-driven improvements.
- Planned and executed social media campaigns to enhance brand visibility.
- Managed client communication and provided regular project updates.

- Executed email marketing campaigns to nurture leads and improve customer retention.

PROJECT: Rentmed.co.in *Woo Commerce Website Development*

~ **Organization**: AdxVenture, Dehradun (Digital Marketing Agency)

Responsibilities:

- Created and developed the RentMed website using WordPress Woo Commerce.
- Managed e-commerce functionalities, including product listings and payment gateways.
- Developed content for key website sections aligned with brand messaging.
- Managed and optimized product cataloging for better user engagement.
- Set up analytics tools to monitor website traffic and sales performance.
- Coordinated with the technical team to ensure smooth website functionality.
- Executed digital marketing campaigns to drive traffic and brand awareness.

- Provided ongoing website maintenance and updates.

PROJECT: www.addressguru.in [Addressguru India]

~ **Organization**: AdxVenture, Dehradun (Digital Marketing Agency)

Responsibilities:
- Created AI-generated videos for Address Guru's YouTube channel.
- Managed and executed social media strategies to increase brand visibility and engagement.
- Handled business listings, ensuring accurate and up-to-date information on the platform.
- Assisted in promoting businesses through banner ads and other online advertising methods.
- Ensured the authenticity and accuracy of business information listed on the platform.
- Facilitated communication between buyers and sellers to enhance business interactions.
- Contributed to the growth of businesses by increasing their online presence through Address Guru.
- Verified buyer information to maintain trust and reliability on the platform.

PROJECT: www.iamvikashsharma.com [Vikash Sharma – Webinar Classes]

~ **Organization**: AdxVenture, Dehradun (Digital Marketing Agency)

Responsibilities: **Target Market:** India
- Developed landing pages for iamvikashsharma webinars, covering Meta Ads, Google Ads, digital marketing, and website creation topics.
- Executed targeted Google Ads and Meta Ads campaigns to drive webinar registrations.
- Designed and optimized Meta Ads campaigns specifically aimed at maximizing user registrations.
- Launched impactful ad campaigns, boosting audience reach and engagement for webinars.
- Increased brand visibility and user acquisition for Adxventure Digital Marketing Agency through strategic digital marketing initiatives.

PROJECT: www.adxventure.com [AdxVenture India]

~ **Organization**: AdxVenture, Dehradun (Digital Marketing Agency)

Responsibilities: **Target Market:** India
- Designed and optimized landing pages to drive conversions and enhance user experience for Adxventure India campaigns.
- Created and managed Meta Ads and Google Ads, including Search Ads, Call Ads, Display Ads, and Lead Ads, to generate traffic, engagement, and quality leads.
- Implemented off-page SEO strategies to boost organic growth and improve website visibility in search engine rankings.
- Strategized and executed social media campaigns to increase brand awareness and audience interaction.
- Developed comprehensive advertising strategies to achieve campaign objectives and maximize ROI.

PROJECT: MBA DISSERTATION (2024) DIT UNIVERSITY

Analysis of SEO Strategies by Higher Education Institutions in Uttarakhand:

~ Analysis of SEO Strategies at [**DIT University**]

~ **Keyword Targeting:** Analysis of Targeted Keywords and Search Volume

~ **On-Page Optimization:** Evaluation of Title Tags, Meta Descriptions, and Content Structure

~ **Technical SEO:** Assessment of Website Speed, Mobile Friendliness, Indexing Issues

~ **Backlink Analysis:** Quality and Quantity of Backlinks

~ **DIT University Website Audit**

~ **Data Collection Methods:** Website Analysis Tools, Interviews

SCHOLASTICS

MBA in Business studies (Marketing & Business Analytics) ■ **DIT University** – Dehradun   **2022-2024**
■ **C.G.P.A** – **8.13**
Bachelor of Science (Computer Science & Mathematics) ■ **Sri Dev Suman Uttarakhand University**   **2018-2021**
■ **Percentage** – **68%**

CERTIFICATION

⇀ Digital Marketing: DEHRADUN SCHOOL OF ONLINE MARKETING [DSOM]
⇀ Digital Marketing: UDEMY
⇀ Google Analytics: GOOGLE ANALYTICS ACADEMY
⇀ Business to Business Marketing (B2B): NPTEL (I.I.T ROORKEE)
⇀ Product Management Marketing: UDEMY
⇀ MS Office with Advance Excel: ISPL ACADEMY
⇀ Workplace Communication: UDEMY

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