

MUHAMMED MURSHID PULKADA

(Certified in Google AdWords and Analytics)



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Professional Summary:

Certified in Google AdWords and Analytics, dedicated **Digital Marketing Specialist** with over 5 years and three month of experience in developing multi-channel communication strategies through **Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Social Media Optimization (SMO), Pay Per Click (PPC)** and affiliate marketing primarily. Highly skilled in developing distinct online presence of the company and developing strategies to increase number of visitors to the company website. Effectively designs and maintains the company's social media presence in a positive manner. A results-driven individual who uses strong analytic abilities to evaluate end to end customer experiences across multiple customer touch points. I am highly motivated, goal-oriented and committed to pursuing a long term career.

Digital Skills:

- Digital Marketing.
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Optimization (SMO)
- Social Media Marketing (SMM)
- Google Webmaster tools
- Google Analytics
- Google Adwords
- Google Tag Manager
- Pay Per Click (PPC)
- Email Marketing
- Online Campaign
- Mobile Marketing
- Hootsuite
- MailChimp

Programming Skills:

- WordPress
- PHP
- HTML
- MySQL
- CSS
- Javascript

KEY ACHIEVEMENTS:

- Increased the company's online presence by 58 % through strategically planned and executed digital marketing campaigns.
- Implemented a large social media campaign, increasing the company's market by 62% in the industry.
- Consistently met lead-generation targets through development and implementation of organic SEO initiatives.

Certifications:

1. Google AdWords Search Certification (20 January 2018)
2. Google Analytics Certification (21 July 2018)

PROFESSIONAL EXPERIENCE:

Innov8 Products FZC (illumin8 blinds) –
www.illumin8blinds.com

Digital Marketing Specialist - (26/10/2014 to Present)

- Assess the digital marketing needs of the company and plan and execute web, SEM/SEO, SMM/SMO, email and social media campaigns
- Design and build the company's social media presence and ensure that it is constantly maintained.
- Measure the performance of all digital marketing campaigns and assess them against company goals such as KPIs and ROIs
- Identify trends and insights and optimize performance based on them
- Research new online media opportunities such as development of blogs and forums
- Design banners for websites and assist with visuals, client communication and affiliate networks
- Set up tracking systems for marketing campaigns and online activities
- Handle social media strategy development and roadmap management and support

- Vet new innovation opportunities and track appropriate success metrics
- Recommend digital media strategies and tactics to senior management and prioritize and lead.
- Uploading website content using content management systems.
- Delivering multichannel campaigns across e-mail, web, mobile, and social media. Identifying key areas for improvement.
- Lead ongoing management of digital touchpoints and handle social media pages according to company.

Infinte Open Source Solution - www.iooss.in
Digital Marketing Specialist - (01/09/2011 to 05/09/2014)

- Created and executed SEM and SEO campaigns with clear acquisition targets
- Defined and implemented SEO processes in sync with marketing teams
- Researched competitive products by identifying and evaluating market share and pricing information
Developed and maintain detailed lists of industry events and created promotional materials for online media presence
- Assisted in initiating integrated strategic social media programs in collaboration with sales and promotional teams
- Performed SEO audits for clients by following SEO best practices
- Conducting keyword research.
- Evaluated emerging technologies and provided thought leadership for adoption where appropriate.
- Analyzed web behaviour and performance metrics and ensured that any optimization need sewer fulfilled.

Educational Qualification:

B.Sc COMPUTER SCIENCE

Institution: Dayananda Sagar College Bangalore [2010]
University: Bangalore University

Higher Secondary

Institution: St. Mary's HSS, Pariyapuram [2007]
Board : Board of Higher Secondary Examination Kerala.

Secondary

Institution : Tenth, ASMHS velliyancheri [2005]
Board : Board of public examination Kerala.

Personal Profile:

Name	:	Muhammed Murshid Pulkada
Date Of Birth	:	17-10-1988.
Sex	:	Male.
Marital Status	:	Married.
Nationality	:	Indian.
Address	:	Pulkada House Thelakad (Po) Vengoor Malappuram (DT) 679325 (Pin) Kerala India
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Interests:

Playing Cricket and Football, Chatting, Riding Car.

References

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(More can be provided on request)