



# ASIF K NAJEEB

📍 AL NAHDA, DUBAI, UAE

☎ +971 564328893

✉ asifazi444@gmail.com

## PROFESSIONAL SUMMARY

Organised Digital Marketing Executive with knowledge and abilities to coordinate successful promotions. Blends traditional and contemporary techniques to maximise reach and customer acquisition. Offers years of experience and excellent planning and problem-solving abilities paired with a data-driven mindset.

## EXPERIENCE

**SOCIAL MEDIA MARKETING EXECUTIVE**, 08/2022 - 12/2023

**PPS Hyundai**

**PPS Motors PVT LTD is one of the largest Automobile industry in India.**

- Facebook Ads Expertise: Successfully managed and optimized Facebook advertising campaigns, utilizing advanced targeting and creative strategies to enhance brand visibility and engagement.
- Instagram Ads Proficiency: Implemented effective Instagram advertising campaigns, showcasing a keen understanding of the platform's unique features and audience behaviour to achieve marketing objectives.
- Google Ads Mastery: Adept at leveraging Google Ads to drive targeted traffic and conversions, utilizing in-depth keyword research and strategic bidding to maximize the impact of online advertising efforts.
- Google Analytics Proficiency: Demonstrated skill in utilizing Google Analytics to analyze and interpret campaign data, providing valuable insights into user behavior and campaign performance for informed decision-making.
- Facebook Insights Analysis: Utilized Facebook Insights to assess the effectiveness of social media strategies, extracting meaningful data to refine content and advertising approaches for optimal audience engagement and growth.

-----  
**TRAINEE**, 04/2022 - 08/2022

**Znoktop**, Kottayam

**Znoktop is one of the leading Digital Marketing & Website Development Company in India**

- Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, and LinkedIn.
- Track the website traffic flow and provide internal reports regularly to keep attention to the updates of Google's Algorithms.
- Conduct keyword research according to the latest keyword research strategies.
- Develop and manage digital marketing campaigns such as Facebook, Instagram, Email, AdWords.
- Edit and post content, videos and image on online sites.
- On-page optimization: keyword research, meta tags, OG tags, URL structuring, image and content optimization, inbound & outbound links, scheme, robots.txt,

sitemap.

- Off-page optimization: search engine submissions, blog posting, business listings, social media post, social bookmarking, directory submissions, image and video submissions, slide sharing.
- familiar with SEO tools like SEMrush, moz, Keyword Planner, Google Analytics, Keyword finder, GTmetrix, Pingdom etc.

---

#### CORE QUALIFICATIONS

- Search Engine Optimization
- Social Media Marketing
- Search Engine Marketing
- Brand Promotion
- Link Building
- WordPress

---

#### EDUCATION

**MEA Engineering College**, Malappuram, Kerala, 07/2021  
**Computer Science Engineering**

-----  
**Model Higher Secondary School**, Alappuzha, Kerala, Mar 2017  
**Biology Science**

---

#### CERTIFICATIONS

- Digital Marketing Course Certification.

---

#### LANGUAGES

- English - Reading, Writing, Listening, Speaking.
- Malayalam - Reading, Writing, Listening, Speaking.
- Hindi - Reading, Writing, Listening.
- Arabic - Reading, Writing.

---

#### PERSONAL INFORMATION

- Dob: 25 November 1998
- Nationality: Indian
- Marital Status: Single

---

#### DECLARATION

I Hereby declare that all the information furnished above is true to the best of my knowledge and belief.

**Asif K Najeeb**