

Shaikh Jawid Akhtar

Digital Marketing Specialist

A Certified DIGITAL MARKETER in Social Media Marketing & SEO



Contact

Phone

7008-431-149

Email

jawid.akhtar1990@gmail.com

<https://www.linkedin.com/in/shaikh-jawid-akhtar-0b764a228/>

Address

Jajpur, Odisha

Education

2012 - 2014

MBA (Marketing & HR)

BPUT/Srusti Academy of Management

2007 - 2010

BSC

Utkal University, BBSR

Expertise

- Social Media Marketing
- On-Page SEO
- Off-Page SEO
- Keyword Research
- Competitive Analysis
- Site Audit
- Meta Ads
- Strong analytical and problem-solving skills
- Graphic Design(CANVA PRO, Adobe AI)

Language

- English
- Hindi
- Oriya

Driven by a passion for innovation and a customer-centric mindset, I have been successful in driving growth in the rapidly evolving digital industry.

With an MBA and extensive close to 4 year digital marketing experience in social media, account & campaign management, I am uniquely equipped to lead and succeed in today's dynamic business environment.

Experience

Feb 2023 - Sep 2024

SKL Demand Pvt Ltd , Hyderabad
Digital Marketing Specialist

- Developing and implementing social media strategies to boost brand awareness and engagement.
- Collaborated with the content team and creating shareable content for various platforms.
- Coordinating with brand teams for promotional activities and partnerships.
- Took ownership of social media advertising campaigns and managed budgets.
- Led influencer marketing campaigns and provided performance insights to senior management.

OCT 2021 - FEB 2023

SWASHTECH SOFTWARE PARADIGM I PUNE
Digital Marketing Executive

- Create, ideate and manage content across Social media platforms.
- Curate relevant content to reach the company's ideal customers.
- Oversee design and work closely with design team.
- Compile reports for management showing results on social platforms. (ROI).
- Monitor trends in Social Media tools, applications, channels, design and strategy
- Ads Management Facebook, Instagram, twitter, Google & YouTube
- Monitor effective benchmarks (best practices) for measuring the impact of Social Media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.
- Lead Generation ads.
- Using Social Media tools to maximize results.
- Ideate & execute store events.

2018 - 2020 Tech Mahindra Ltd I Pune

Customer Support Associate (Email, Semi Voice, Chat)

- Provided technical and customer support via email, voice, and chat channels, ensuring high customer satisfaction.

2017 - 2018| Wipro Ltd I Pune

Production specialist Live Chat Process (Business Service Consultant)

2015 - 2017| Narang Venture India(FML Lounge) I Pune

Cashier Operations

- Results-driven finance professional with experience in sales reporting, bank reconciliation, and vendor payments. Skilled in handling petty cash, generating monthly reports, and ensuring accurate financial records.
- Generated and settled monthly sales reports. Maintained records of non-chargeable and void bills.
- Conducted daily bank reconciliation and monitored financial transactions. Managed petty cash and ensured proper documentation
- Processed vendor payments and prepared cheques.

Tools

Web Analytics

- Google Search Console
- Google Analytics
- Google Ads
- Google Keyword Planner
- SEMrush

Office and Productivity Tools

- Microsoft Office
- MS Excel
- MS Power point
- MS Word

Personal Interests

- Travelling to new places and experiencing different cultures.
- Capturing moments through photography as a form of self-expression. Enjoying movies, attending live performances, and exploring the arts.
- Volunteering for community service and contributing to social causes. Finding easy-to-rank keywords.
- Finding easy-to-replicate websites.
- Discovering and utilizing simple backlinking opportunities. Learning something new daily from SEO, SMM, SEM experts, Reading and gaining insights from success stories on Twitter.

Certifications

- Google AdWords Certified
- Google Analytics Certification
- HubSpot Content Marketing Certified
- Shopping Campaign Specialist
- LinkedIn Marketing Strategy

AI Tools

- ChatGPT
- Gemini
- Deepseek

Skills

- Digital Marketing
- Social Media Marketing
- Basic Knowledge on HTML, CSS
- Use of POS software for billing.
- Basic restaurant accounting
- Customer service
- Ability to learn quickly

Personal Details

- Date of Birth : 07/09/1990
- Nationality : Indian
- Passport Details : AA559044