

THAHSEEN AHAMED M. R

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SKILLS

- **Campaign Optimization:** Skilled in optimizing digital campaigns across various platforms such as Google Ads, Facebook Ads, and LinkedIn Ads. Able to adjust audience targeting segmentation, bidding strategies, persuasive ad copies and ad creatives to improve performance metrics like CTR, CPC, and conversion rates.
- **Data Analysis:** Proficient in analyzing marketing data using tools like GA4(Google Analytics), Tag Manager for data trackings and similar tools like Adobe analytics to identify trends, and maximize ROI.
- **SEO & SEM** Expertise in managing search engine optimization (SEO) and search engine marketing (SEM) to improve website's organic and paid traffic. Knowledgeable about keyword research, on-page optimization, and expert in Performance Marketing
- **Budget Management:** Experience in forecasting, tracking expenses, and optimizing spending across different marketing channels in a way of Media Buying operation

PROFESSIONAL EXPERIENCE

Demanzo Pvt.Ltd, Kanyakumari • Senior Marketing Executive

(DEC/2022) - Present

As a senior marketer, I've managed excellent relationship with clients from Australia, UAE, and Canada in both B2B and B2C sectors. My focus areas include E-commerce, Health, Finance, SAAS, and real estate domains. I specialize in PPC advertising and support SEO and social media management. Additionally, I lead junior team members in strategic marketing funnel creation, media buying operations, conversion rate optimization checklists, etc.

For an cosmetic e-commerce company from UAE, we achieved a 4X ROAS with a limited budget using Google Ads Performance Marketing campaign by categorizing the product sales rate and various optimizations.

Tools Experienced: Ad words, LinkedIn Ads, Meta Ads, GA4, Tag Manager, Looker studio search console, Mailchimp, Brevo, Adroll, Ubersuggest, Semrush and other tools for Audience research, competitive intelligence, etc

Yetlo Social, Chennai • Digital Marketing Executive

(OCT/2021) - (DEC/2022)

I engaged in client communication, copywriting and SEO tasks. Mostly sharpened my skills in PPC, leveraging to drive an impactful marketing campaigns. Notably, I collaborated with my CEO in managing a 25 Lakhs budget for a real estate company, achieving a remarkable 40% lead conversion within a 27-day timeframe for a newly launched product, from pre-launch to post-launch campaigns

EDUCATION AND CERTIFICATIONS

Noorul Islam University, BCA

Graduation Year(2021)

Completed Performance Marketing Course From Growth school

(2024)

Completed Digital Marketing Course from a Personal Trainer

(2021)