




SYED MOHD ADIL

DIGITAL MARKETING TEAM LEAD

CONTACT

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 162/219, Astabal Charbagh, Moulviganj,
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Uttar Pradesh, India.
Pin Code: 226018

SKILLS & EXPERTISE

- Team leadership and mentoring
- Client relationship management
- Analytical thinking and problem-solving
- Strong organizational and time-management skills
- Excellent verbal, written, and presentation skills
- Strong attention to detail
- Paid search strategy development
- Skilled in conducting research online
- Proficient in Microsoft Office programs including Excel and Powerpoint.
- Have good knowledge of Google ads Editor.
- Intermediate knowledge of Adobe Photoshop, Autodesk Maya, and Shopify Store Development
- Good knowledge of various Competitors research tools such as SEMRush, Similar web, and Spyfu.

LANGUAGES

Hindi 
English 

PROFILE

Highly motivated and energetic Digital Marketing Team Lead with almost 3 years of experience in Search Engine Marketing. Recognized for exceptional communication skills, ability to lead and train teams and a track record of achieving business results. Skilled in paid search strategy development, team leadership, and client relationship management. Seeking a challenging position to leverage my skills and experience in a dynamic organization.

WORK EXPERIENCE

CEDCOSS Technologies PVT LTD

Digital Marketing Team Lead

Jan 2023-Feb 2024

- Manage and lead a high-performing team of digital marketers, fostering collaboration and cross-functional coordination to achieve company goals.
- I develop and execute comprehensive digital marketing strategies, manage campaign budgets for cost-effectiveness and maximum ROI, and achieve significant results in driving leads and revenue growth.
- Oversee the planning and execution of multi-channel campaigns, including paid search, display, social media, and email, with a focus on meeting or exceeding performance targets.
- As PPC Performance Manager, I optimize team project performance and strategize incoming projects for business growth. I achieve success by maximizing ROI, improving account structure, bid strategy, ad copy, and keyword expansion, resulting in increased revenue and successful campaigns.
- Aligning team goals with organizational objectives and ensuring successful achievement of set targets
- Provide mentorship and coaching to team members to ensure continued growth and success, while also fostering a culture of learning and development within the team.

Digital Marketing Analyst




Jun 2021 – Dec 2022

- I interacted with potential clients to address their inquiries and concerns, providing them with comprehensive reports that led to a successful collaboration with our organization and a conversion rate of 80%.
- Served as the main point of contact for various projects with different services, leading a team of 4 members to achieve organizational goals while also training and developing team members to reach their full potential.
- Led the experimentation and construction of new SEM strategies resulting in improved performance and growth in advertising campaigns. Additionally, provided constructive feedback to the team to enhance their skills and abilities, resulting in increased efficiency and successful campaign delivery.
- As a core member of the Research and Development team, I actively researched various tools including Search Ads 360, AdRoll, and Product Hero CSS to optimize our ecosystem and kept the team up-to-date with the latest industry changes. Through successful partnership with Product Hero, I contributed to bringing additional revenue to the organization.

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REFERENCES



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PROFESSIONAL QUALIFICATIONS

- Passed IELTS Academic English Test with Overall Band Score of 7
- Achieved certification for various Google Skill Shop programs which includes:
 - Google Search Ads (Completion ID: 85744787)
 - Google Shopping Ads (Completion ID: 85755167)
 - Display ads (Completion ID: 85680115)
 - Google Video Ads (Completion ID: 85934710)
- Diploma in Aviation, Hospitality and Travel Management from Frankfinn Institute of Air hostess Training.
- Enrolled for Facebook and Instagram Ads learning course over E-Learning Platform Udemy

EDUCATIONAL QUALIFICATIONS

- Post Graduate in Arts (Majoring in Economics) from University of Lucknow with aggregate of 62% (2020)
- Graduate in Commerce from National PG College with 65.16%. (2016)
- Scored 72% in Higher Secondary from Cathedral Sr. Sec. School. (2013)
- Scored 7.4 CGPA in High School from Cathedral Sr. Sec. School. (2011)

ACHIEVEMENTS

- Awarded as "Best PPC Player" of the year 2023 for outstanding performance and commitment towards the organization.
- Through a successful partnership between our organization and Product Hero, a third-party comparative shopping services (CSS) provider in the EU region, I contributed to generating additional revenue for the company.
- Engaged in various freelancing projects, including the development of e-commerce stores, graphic design, and logo design, as well Social Media Management and SEM delivering high-quality work and exceeding clients' expectations.