

Mohamed Aasik J

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OBJECTIVE:

Seeking a position in an organization where I could utilize my professional and technical skills and look for continued growth prospects while meeting the corporate goals.

PROFESSIONAL SUMMARY:

- Having above 5 years of experience in **Digital Marketing** and **SEO Specialist**.
- Analyze given data and draw correct inferences, in keeping with the objectives of the analysis.
- Building and executing social media strategy through competitive and audience research
- Setting up and optimizing company pages within each social media platform.

PROFESSIONAL EXPERIENCE:

Fidu Properties:

Designation : SEO Specialist
Duration : June 2020 to Nov 2019
Work Place : Dubai. UAE

JOB RESPONSIBILITES:

- Selecting search phrases and choosing keywords.
- Launching SEO campaigns.
- Implementing online search strategies.
- Analyzing search results via Web Analytics and other specialist software.
- Optimizing websites and landing pages.
- External link building with relevant high quality third party websites.
- Internal link building within sites.
- Building relationships with other SEO professionals.
- Searching for and finding suitable domain names.
- Monitoring and tracking the performance of SEO campaigns, including site traffic, banner advert performance and back links.
- Launching and optimizing PPC campaigns.
- Proficient in MS Office (particularly Excel)
- Knowledge in SEO and Digital Marketing concepts

Milele Motors FZE:

Designation : SEO Specialist
Duration : Jun 2019 to Jan 2020
Work Place : Dubai. UAE

JOB RESPONSIBILITIES:

- Content management (including website)
- SEO (search engine optimization) and generation of inbound traffic
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Producing regular audits and writing up detailed monthly performance and progress reports..

Tata Business Services:

Designation : Digital Marketing
Duration : Oct 2012 to Dec 2018
Work Place : Dubai. UAE

JOB RESPONSIBILITIES:

- Plans and execute all web, SEO/SEM, email, social media and PPC campaigns.
- Designs, Builds, and maintains our social media presence.
- Identifies trends and insights and optimizes spend and performance based on the insights.
- Develop and manage digital marketing campaigns
- Manage Organizations Website
- Work on SEO of the Website pages

KEY PERSONAL SKILLS:

- Staying up to date with the latest developments in the SEO field.
- Thorough understanding of E-commerce.
- Knowledge of video search, blogging, twittering, web usability, site design, conversion rates, geo targeting, and ranking methods etc.
- Email marketing, e-newsletters and campaigns.
- Social media campaigns.
- Understanding of mobile technologies.
- Content writing.
- Possessing basic HTML skills.
- Knowledge of MS Word, Excel and of using CMS.

KEY COMPETENCIES AND SKILLS:

- Lead generation campaigns
- Content management
- Pay Per click (PPC)
- Internet marketing
- Affiliate marketing
- META optimization
- Website development
- Website management
- Campaign management

Below are some of the real estate keywords I have worked on to appear on the first page of Google,

- Off plan properties in dubai
- Apartments for sale in dubai
- Apartments for rent in dubai
- Villas for sale in dubai
- Townhouses for rent in dubai
- Studio flats for sale in dubai

EDUCATION:

Course	Board/University	Institution	Marks (%)	Year of passing
B. C. A. (BACHELOR OF COMPUTER APPLICATIONS)	Periyar University	SSM College of Arts & Science, Komarapalayam.	5.8 (CGPA)	2011
Higher Secondary Education (Major: Commerce)	Matric	Sri Saraswathy Vidhyalaya Matric High School, Vriddhachalam.	61.74	2007
SSLC	State Board	Danish Mission Hir secondary School Vriddhachalam.	60	2005

PERSONAL PROFILE

- **Father's name** : Jamal Abdul Nazar M
- **Nationality** : Indian
- **Sex** : Male
- **Marital status** : Single
- **Date of birth** : 23 May 1990
- **Languages known** : English and Tamil
- **Visa Status** : Employment Visa

DECLARATION

I hereby declare that the above information are true and correct to the best of my knowledge and belief.

Date:

Place: Dubai

Mohamed Aasik J