* **Career Summary**

An Internet marketing executive, having a proven expertise in SEO/SEM with an excellent familiarity with various Internet resources, expresses a keen desire to learn/excel on Web Marketing for the benefit of the organization.

**Mohd**

**Marketing communication executive,(Social media, online marketing, SEO analyst).**

**Profile**

An internet marketing associate, having a proven expertise in SEO/SEM/PPC with an excellent familiarity with various Internet resources expresses a keen desire to learn/excel on Web Marketing for the benefit of the organization.

**Contact Details**

Email- [mohd.370315@2freemail.com](mailto:mohd.370315@2freemail.com)

**Skills**

* MS Office
* HTML
* CSS
* Graphic Designing
* Photoshop

**Languages**

* English
* Hindi
* Urdu

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* **Objective**

Actively seeking an opportunity to be integrated into the company’s marketing team, where I will be able to learn and share my own experience for the general advancement of the company’s online programs.

* **Core Skills and Competencies**
* Successful record and an in-depth knowledge of blogs, web analytics, SEO, SEM, PPC, SMM.
* Extensive knowledge of website design tools and platforms.
* Self-motivated, high level of creativity.
* Practical judgment, used to make critical decisions and provide technical recommendations.
* Excellent verbal, written and presentation abilities.
* Excellent organizational skills.
* Multi-tasking: Able to manage projects simultaneously and effectively
* Highly organized and detail-oriented.

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* **Professional Experience**

**Completed Marketing training from Grand Hyatt Dubai:**

* Planned new Internet marketing strategies – I have learnt leadership and guidance to search-engine marketers.
* Developed ways to significantly improve web content, create on-page and off-page optimization, website design and technical adaptation.

**Selected Achievements:**

* Significantly improved SEO (Search Engine Optimization) for web properties.
* Designed detailed feature content and specification documents to improve website authority and various online projects.
* Increased websites’ organic and referral traffic by 100%.

**Departmental experiences 2012 to present**

**Food & beverage associate and GSO at Front Office in Grand Hyatt Dubai**

* IZ an Indian restaurant, Wox Vietnamese restaurant, The Collective an International cuisine all day dining outlet.
* Front Office Guest relation officer at Grand Hyatt Dubai.
* **Education**
* Bachelor in international hospitality management from, UEI-GLOBAL Lucknow, (India).
* MBA in Marketing from Bharathiar University Coimbatore (India).
* **Current organization : Grand Hyatt Dubai**
* Digital Marketing executive from July 2015 to present.

**My key responsibilities**

* Assist in the formulation of strategies to build a lasting digital connection with consumers
* Plan and monitor the ongoing company presence on social media (Twitter, Facebook etc.)
* Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness
* Be actively involved in SEO efforts (keyword, image optimization etc.)
* Prepare online newsletters and promotional emails and organize their distribution through various channels
* Provide creative ideas for content marketing and update website
* Collaborate with designers to improve user experience
* Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.)
* Acquire insight in online marketing trends and keep strategies up-to-date
* Maintain partnerships with media agencies and vendors