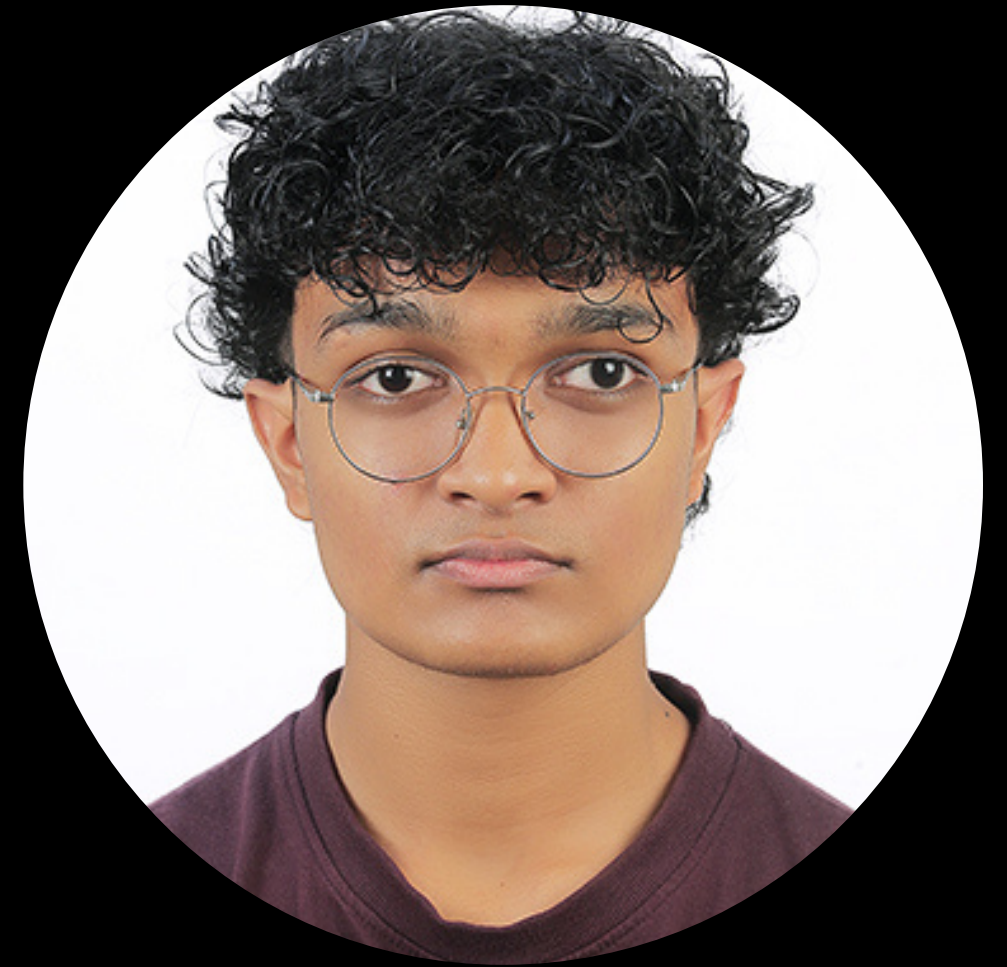

NAVAS MUHAMMED

DIGITAL MARKETER



ABOUT ME

My name is Navas Muhammed, and I am a digital marketer with expertise in SEO, social media marketing, and Google Ads. I focus on creating strategies that help businesses increase visibility, drive traffic, and achieve measurable growth in the digital space.



EDUCATION

ADVANCED DIPLOMA IN DIGITAL MARKETING

Skilz The Learning Hub, Kottakkal, Malappuram (2024 - 2025)

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Indira Gandhi National Open University (2024 - Present)

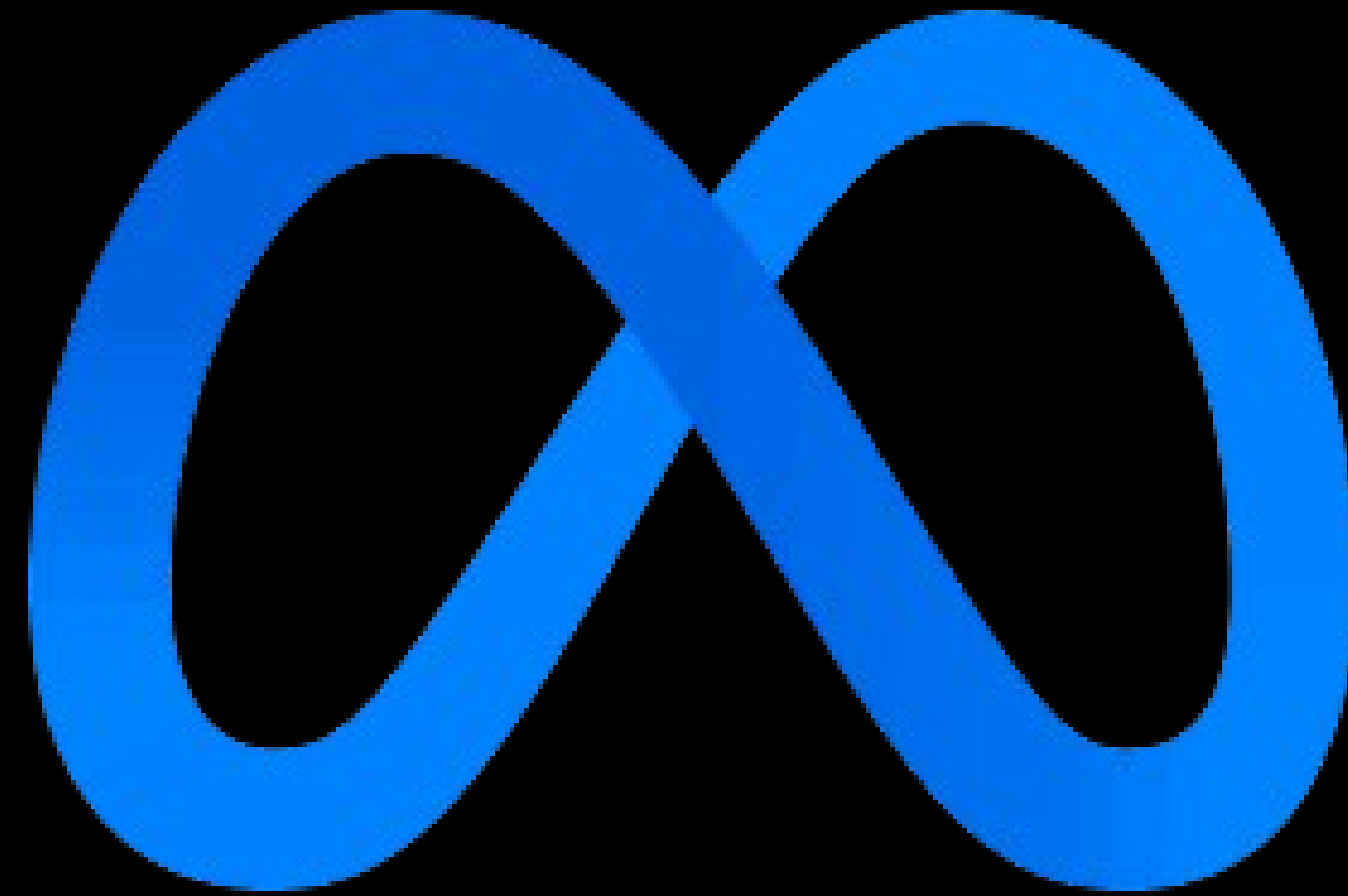
HIGHER SECONDARY EDUCATION

Oriental Higher Secondary School, Tirurangadi (2022 - 2024)



PROJECT EXPERIENCE





META ADS



MOBILE REPAIR INSTITUTE IN INDIA

I partnered with a leading smartphone training institute in India to launch their WhatsApp ad campaign called "WhatsApp Ad." This campaign was strategically designed with a Message objective and a daily budget of ₹150. The performance and results of this campaign are summarized below.



Performance overview

Day ▾

Activity history: All ▾

 Customize

Messaging conversations started

28

Per Messaging Conversation Started

₹96.35

Amount spent

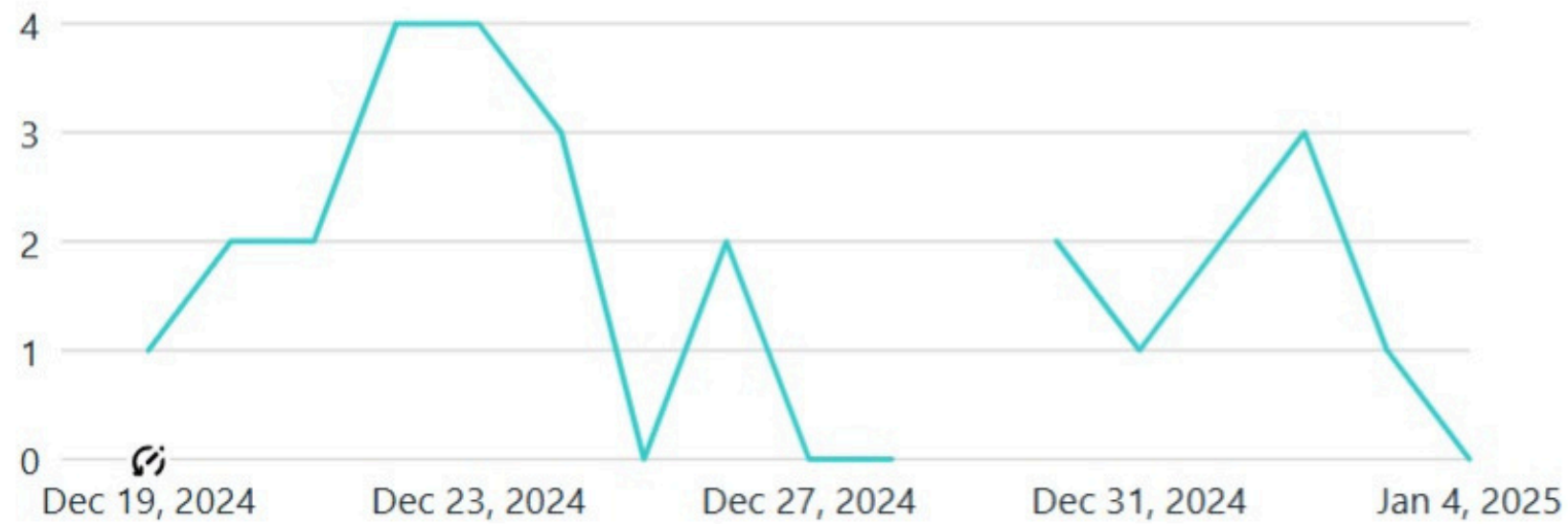
₹2,697.75



Your cost per messaging conversation started is 58% lower than similar ad sets

Similar ad sets run by your peers between Dec 19, 2024 and Jan 4, 2025 have a median cost per messaging conversation started of ₹224.21.

[View detailed report](#)

Messaging conversations started

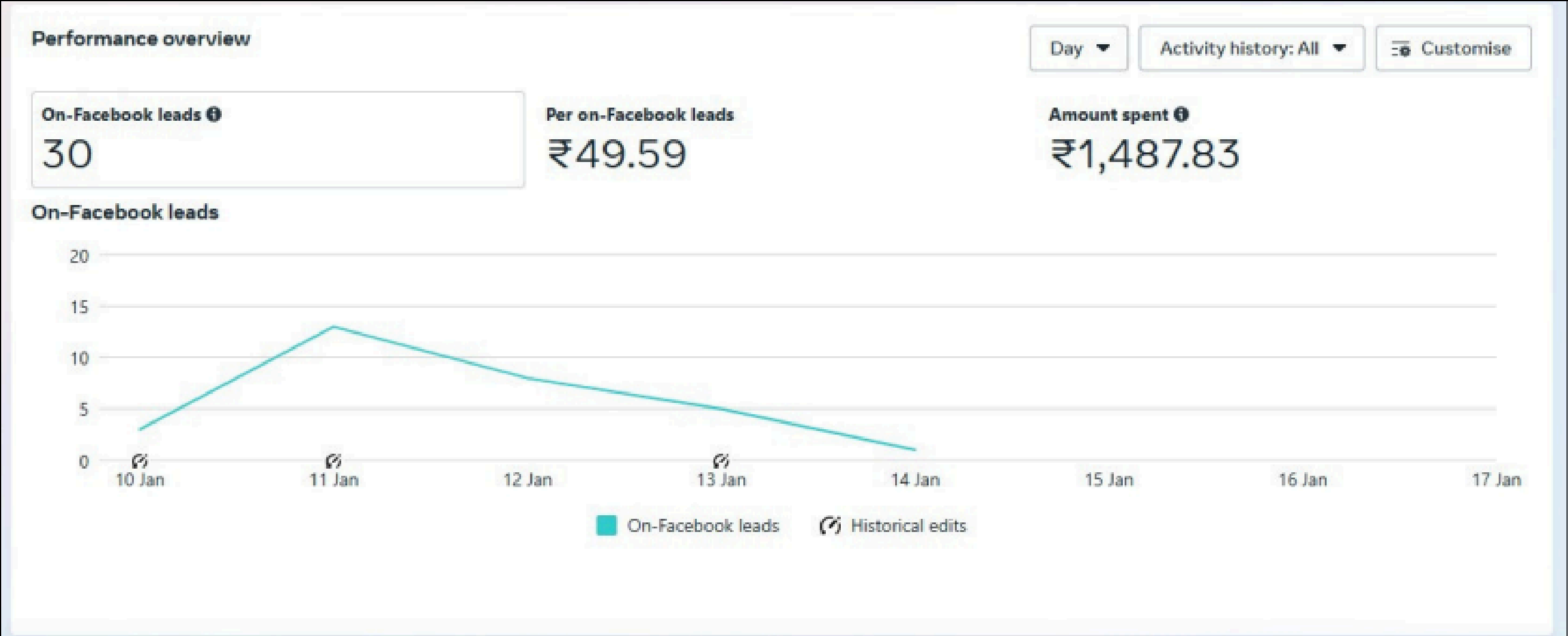


 Messaging conversations started  Historical edits

TRAVEL AGENCY IN DUBAI

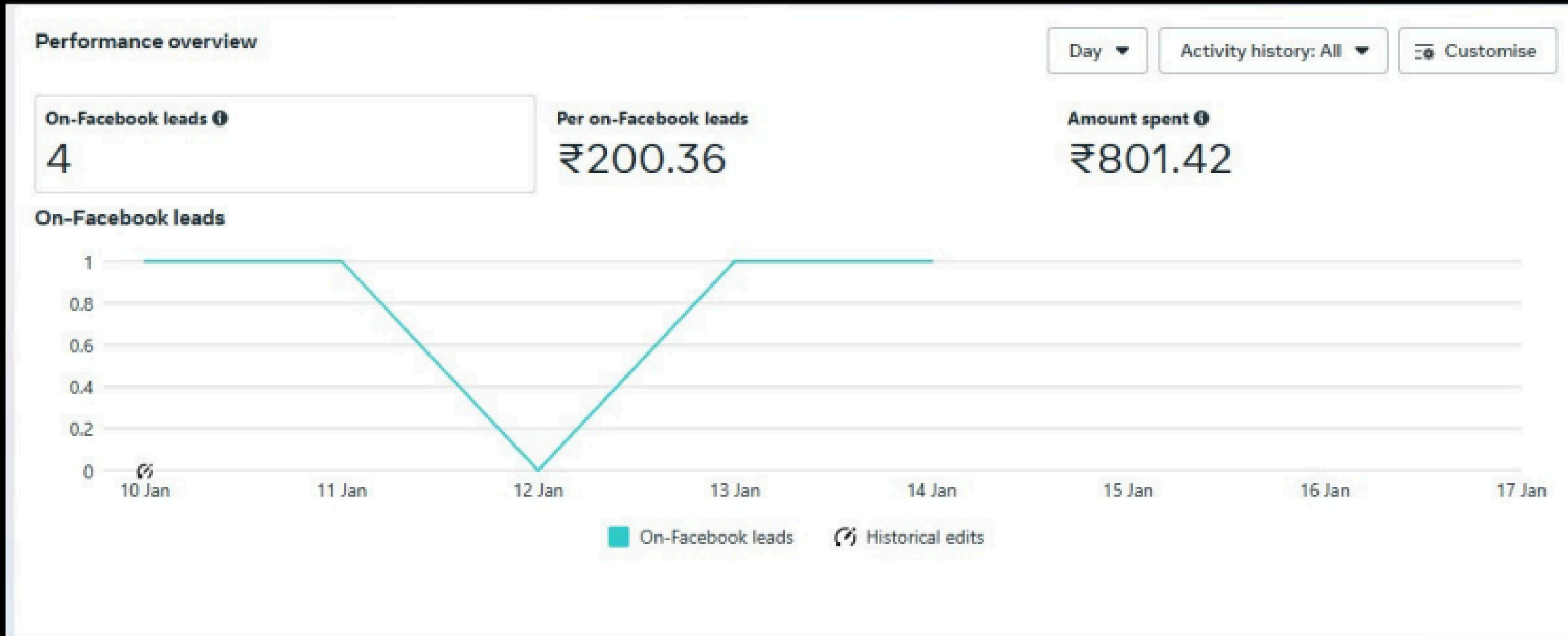
I managed 2 Meta Lead Form campaign targeting the GCC audience and kerala audience with a daily budget of 200. Utilizing carousel posters to showcase key offerings, the campaign's engaging format and optimized lead form effectively captured quality leads, delivering impactful results.





GCC AUDIENCE





KERALA AUDIENCE





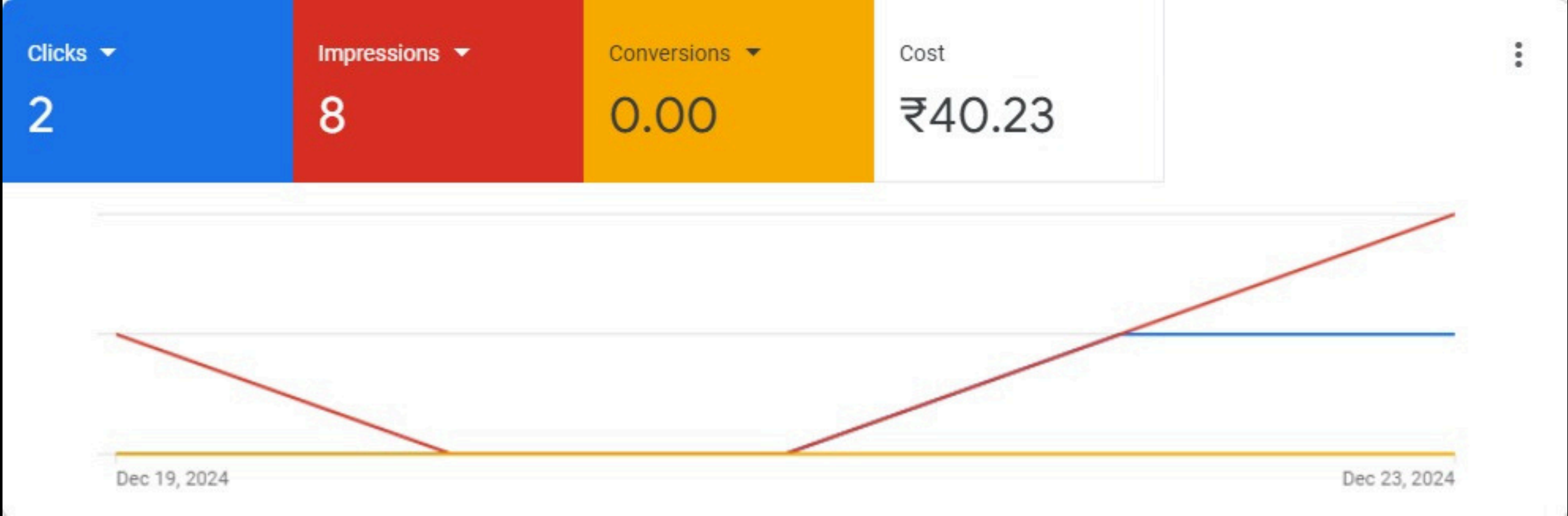
GOOGLE ADS



MOBILE REPAIR INSTITUTE IN INDIA

I managed a Google Ads search campaign exclusively targeting brand-specific keywords to increase the online visibility of a smartphone training institute in India. The campaign focused on enhancing brand awareness and reaching a highly relevant audience actively searching for the institute, ensuring efficient use of the budget and impactful results.





Searches Sort by: Clicks ▾

Top searches and words within searches where people saw your ads

Searches Words

britco & bridco

britco assam

britco and bridco fees

[All searches](#) < 1 / 1 >

SEARCH TERM

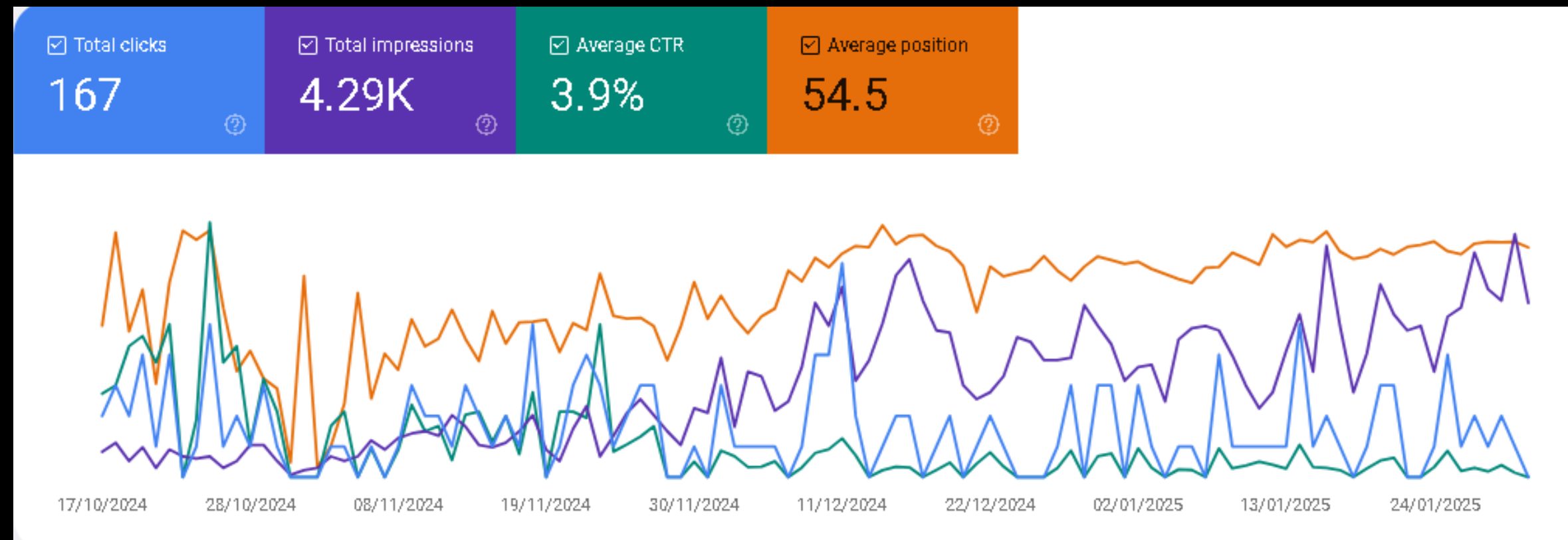


SEO

SEO



WEBSITE: (navasdigital.in)



WEBSITE PERFORMANCE





NAVAS MUHAMMED

BEST DIGITAL MARKETER IN MALAPPURAM

Connect Me



LANDING PAGE





Performance



Accessibility



Best Practices



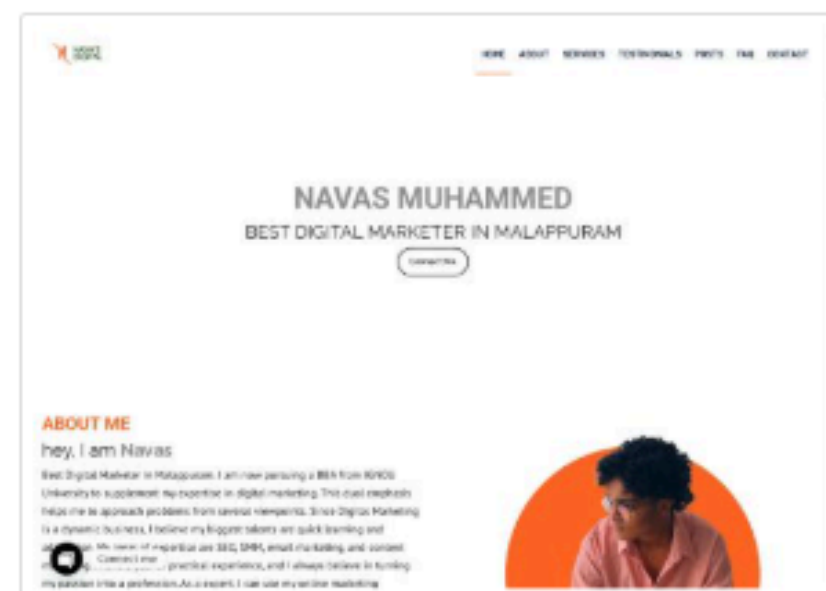
SEO



Performance


Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100




PAGE SPEED INSIGHTS




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THANK YOU

That's my portfolio so far.

