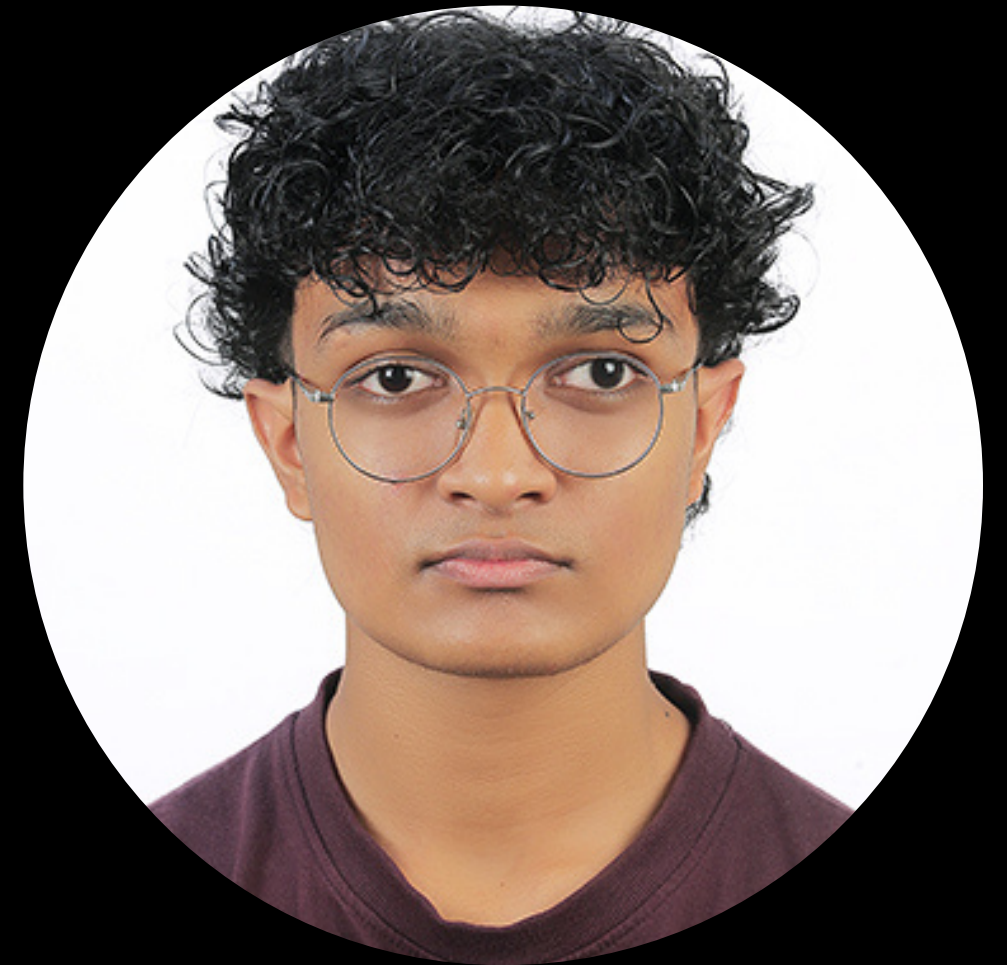


NAVAS MUHAMMED
DIGITAL MARKETER

ABOUT ME

Hi, I'm Navas Muhammed, a digital marketer who's really passionate about SEO, social media marketing, and Google Ads. I've learned most of my skills through self-learning and real hands-on work. I enjoy helping businesses grow online by improving their visibility, getting more traffic, and creating strategies that actually work. I'm always learning and trying new things to stay up to date in the digital world.



EDUCATION

ADVANCED DIPLOMA IN DIGITAL MARKETING

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

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Indira Gandhi National Open University (Jun 2024 - Present)

HIGHER SECONDARY EDUCATION

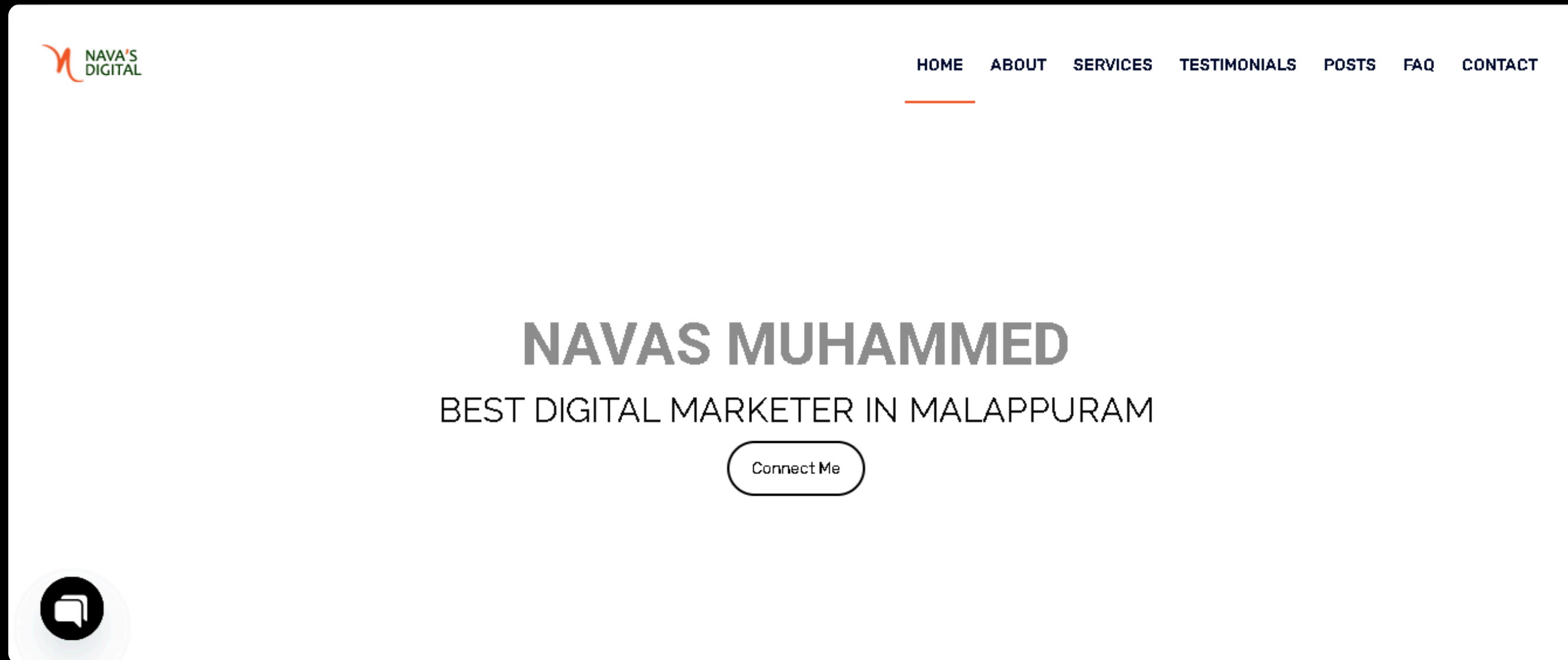
Oriental Higher Secondary School, Tirurangadi (2022 - 2024)

PROJECT EXPERIENCE

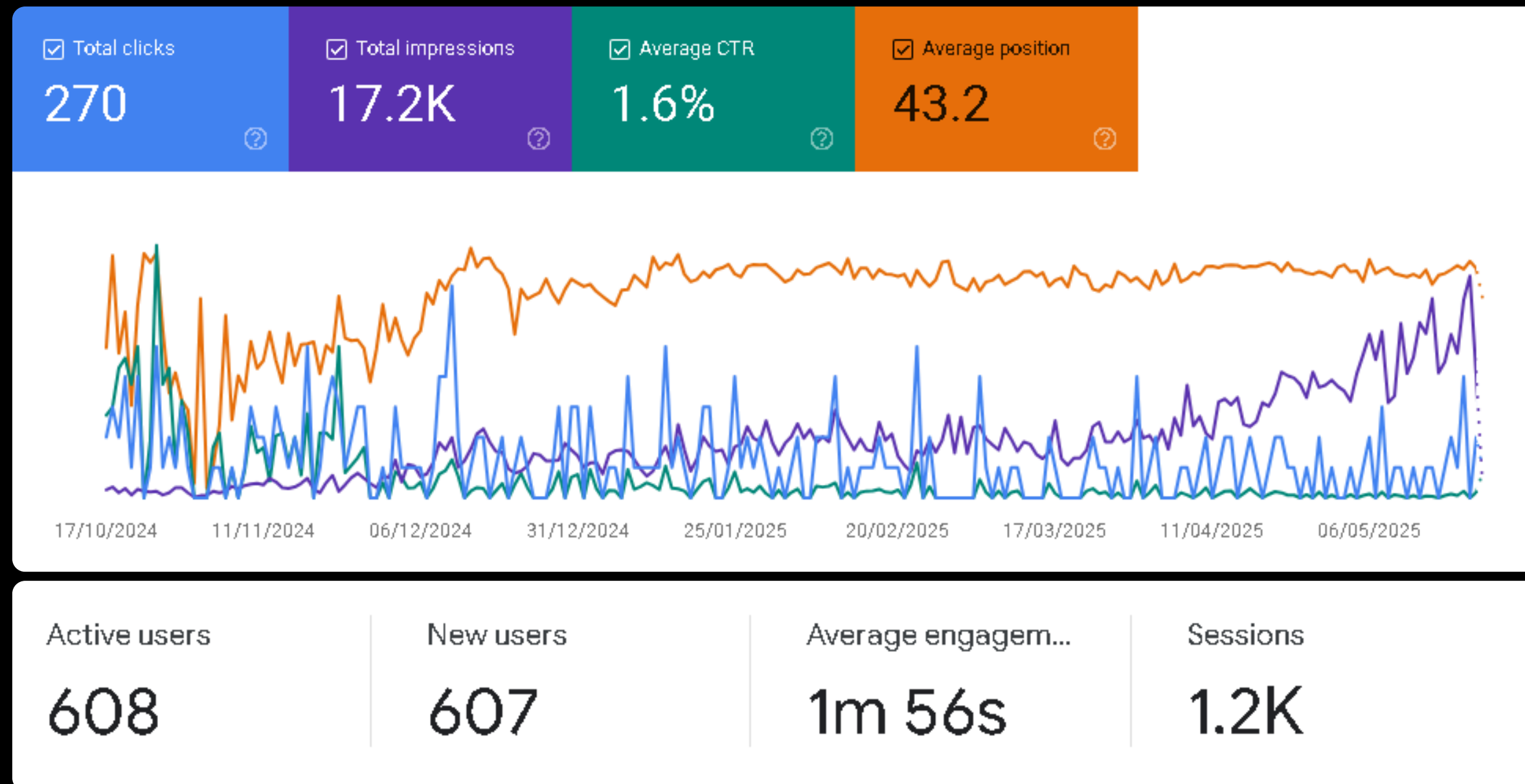
SEO

The image features the letters 'S', 'E', and 'O' in a sans-serif font. The 'S' is blue, the 'E' is yellow, and the 'O' is red. The 'O' is stylized as a magnifying glass with a grey handle. Inside the lens of the magnifying glass is a green line graph showing an upward trend, symbolizing search engine optimization and growth.

SEO Project 1: navasdigital.in



Website Performance & Traffic Acquisition Overview:



SEO Project 2: cadproa.com

 Doha, Qatar |  info@cadproa.com |  +974 31 6060 84



[Home](#) [About Us](#) [Services +](#) [Blog](#) [Contact](#)

[Get A Quote →](#)

Building the Future with Precision ↘

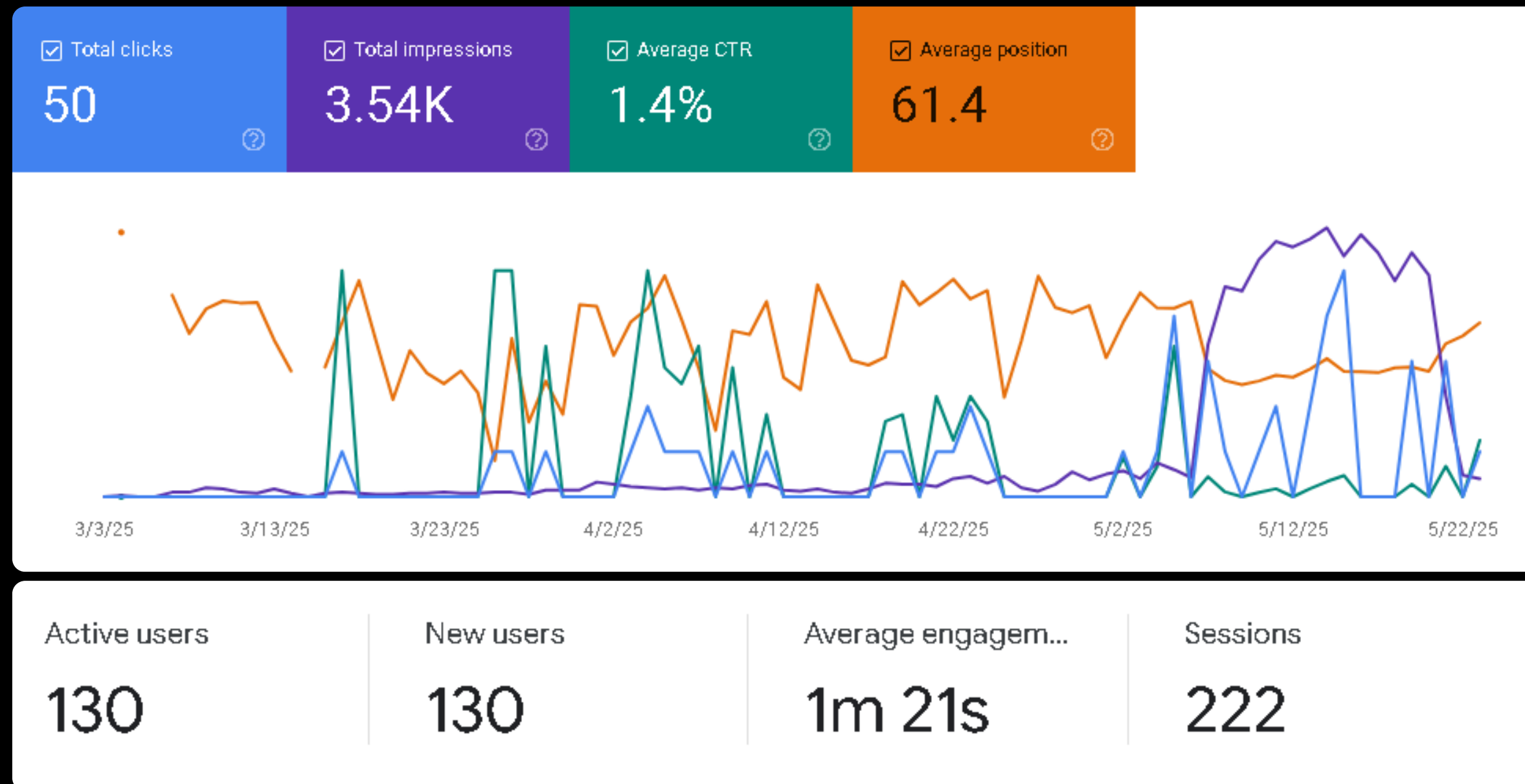
Precision in Structural Design

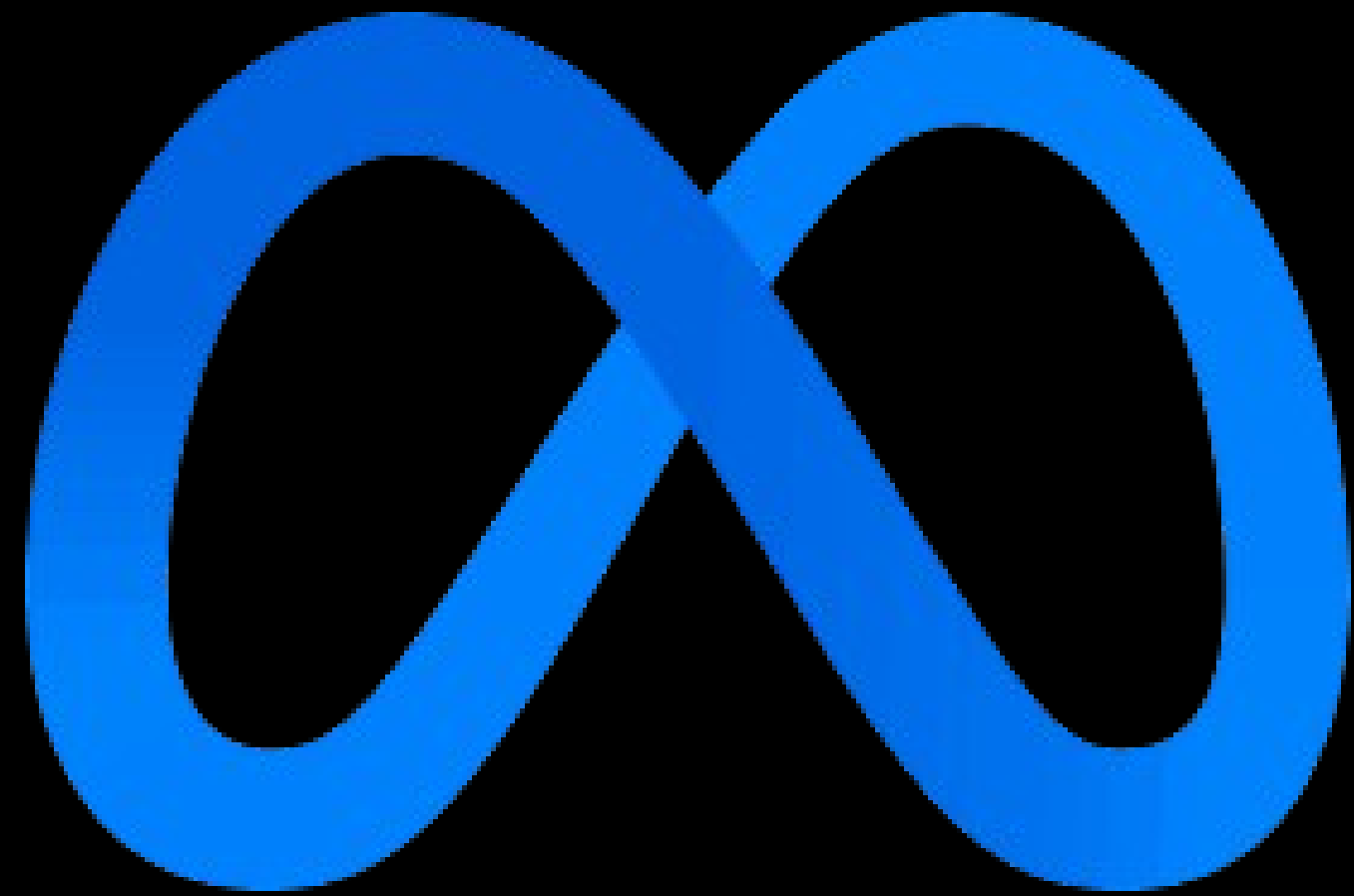
Our Structural Design Services and Shop Drawings ensure the highest standards of accuracy and safety.

[Learn More →](#)

PREV — NEXT

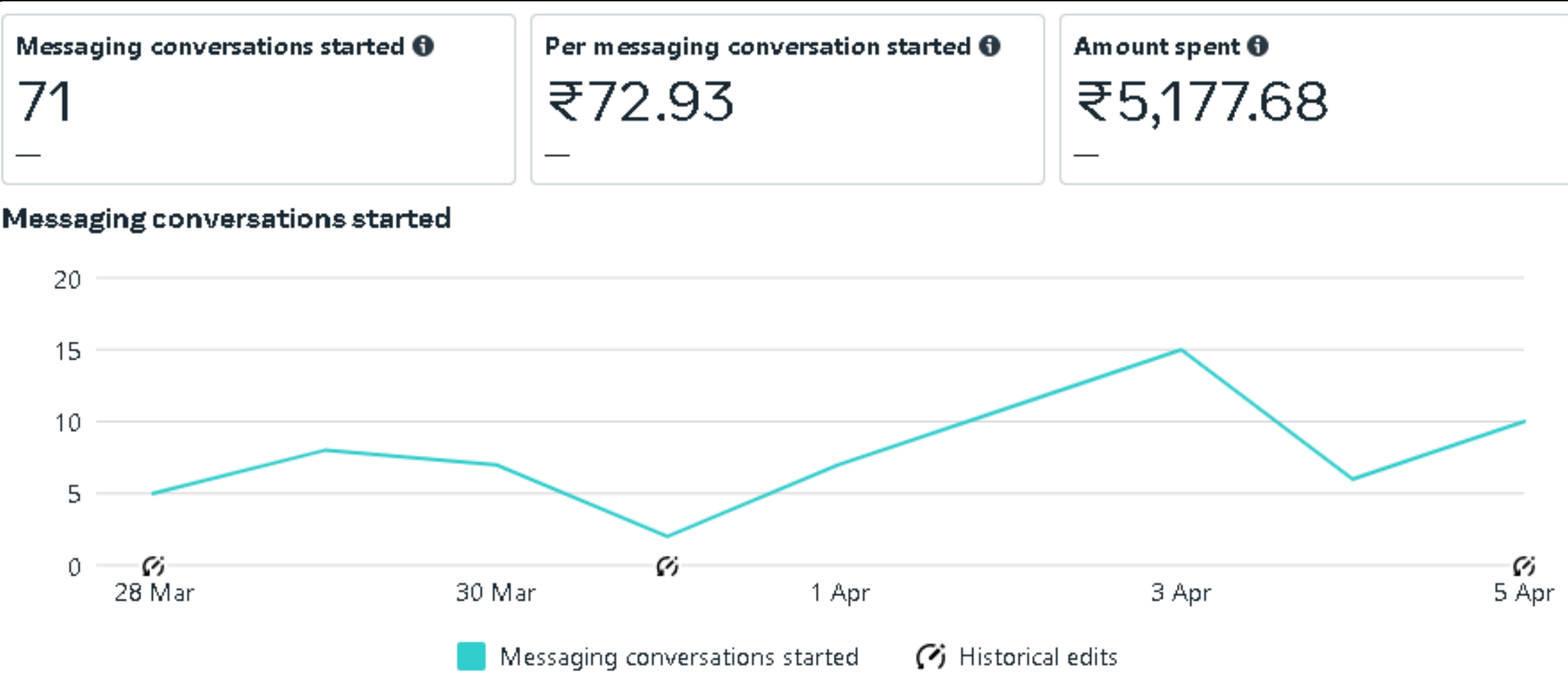
Website Performance & Traffic Acquisition Overview:





Professional Commerce Institute in Malappuram

Executed a Meta Click-to-WhatsApp campaign with a daily budget of ₹200, targeting +2 students across the Malabar region. Promoted a grand commerce event through an engaging welcome video. The campaign drove high-quality student inquiries directly to WhatsApp, enabling real-time engagement and boosting registration interest.



Professional Commerce Institute in Malappuram

Ran a WhatsApp campaign with a ₹230 daily budget, targeting parents in the Malabar area through Facebook. The ad clearly shared admission details and helped drive direct messages from interested parents.

Messaging conversations started ⓘ

53

—

Per messaging conversation started ⓘ

₹95.49

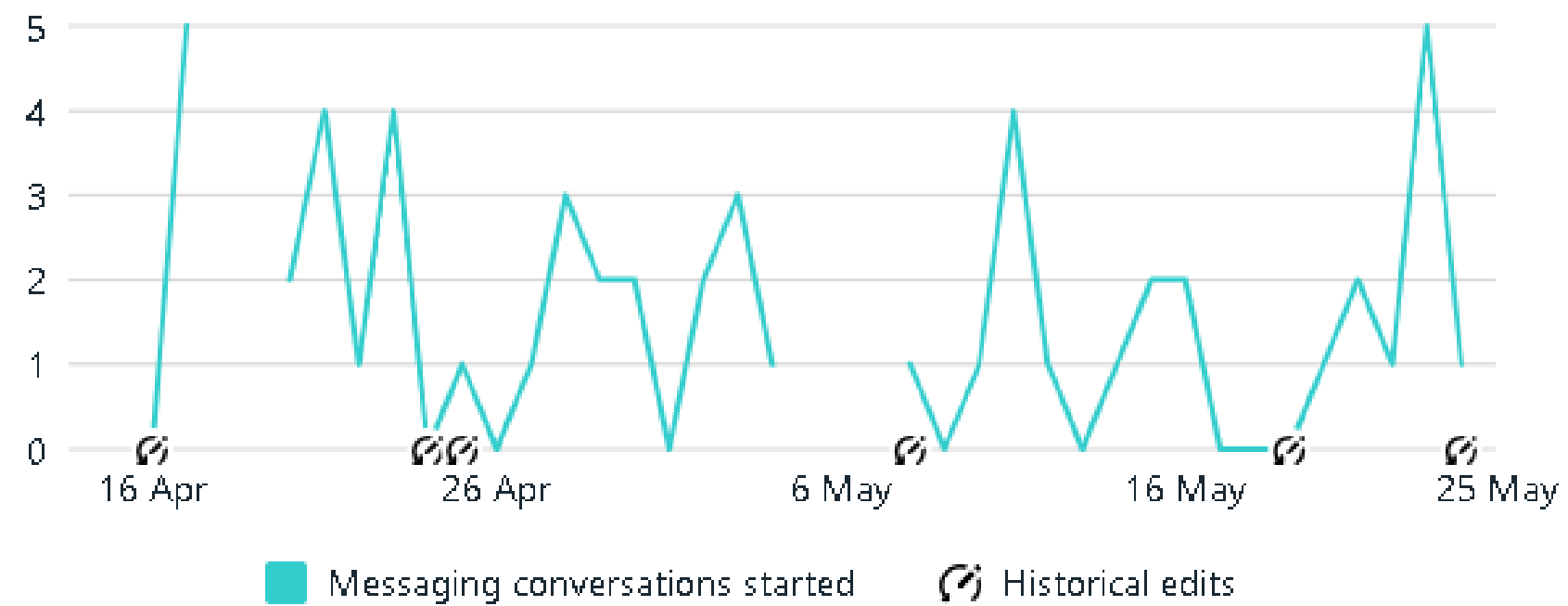
—

Amount spent ⓘ

₹5,061.14

—

Messaging conversations started



Mobile Repair Institute in Dubai

I partnered with a leading smartphone training institute in Dubai 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

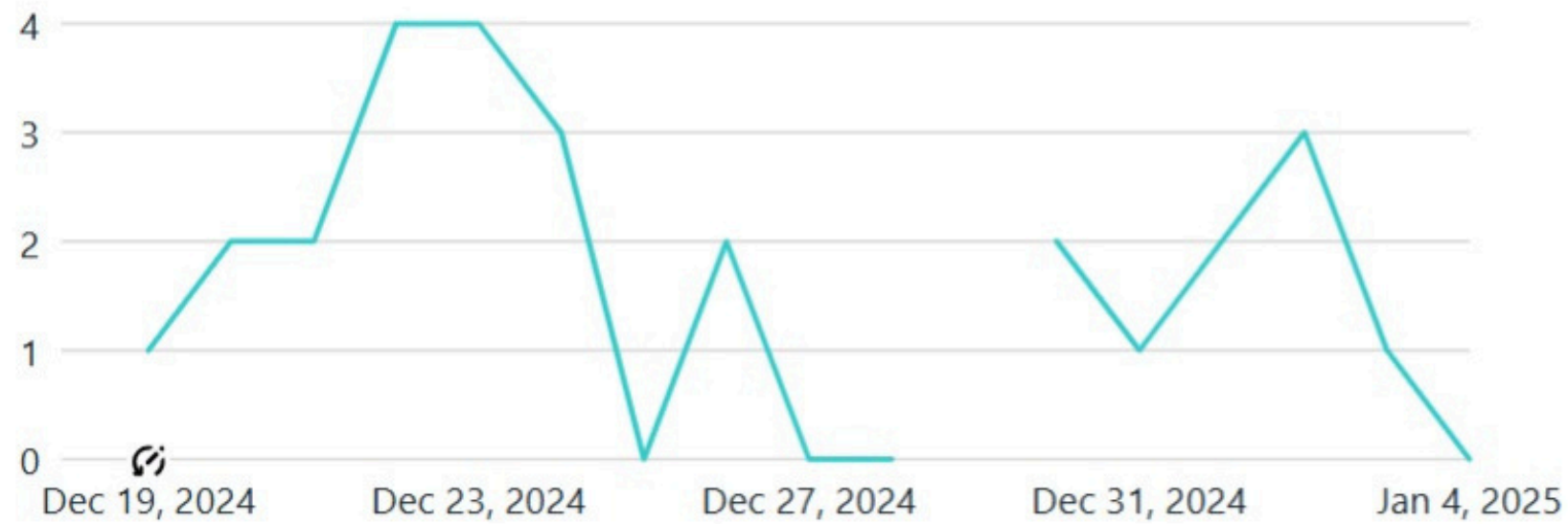
₹2,697.75



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](#)

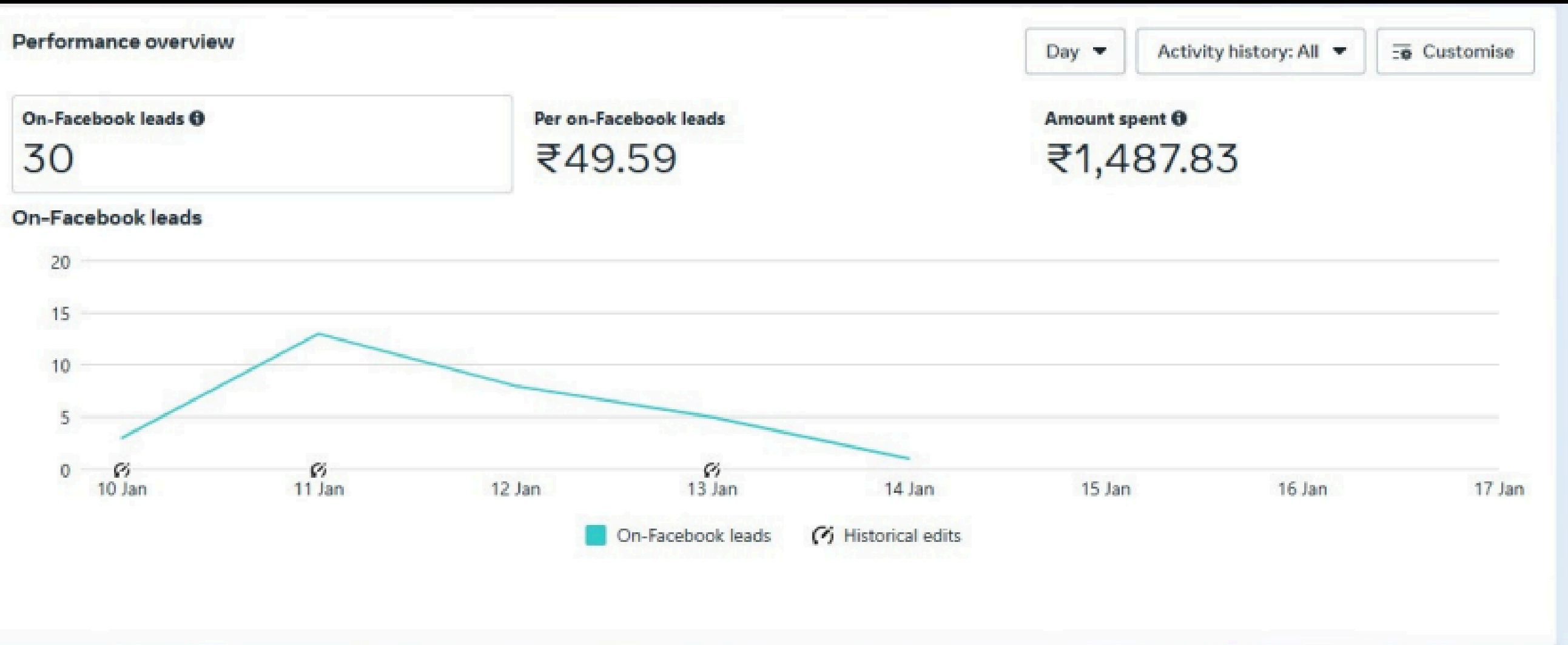
Messaging conversations started



 Messaging conversations started  Historical edits

Travel Agency in Dubai

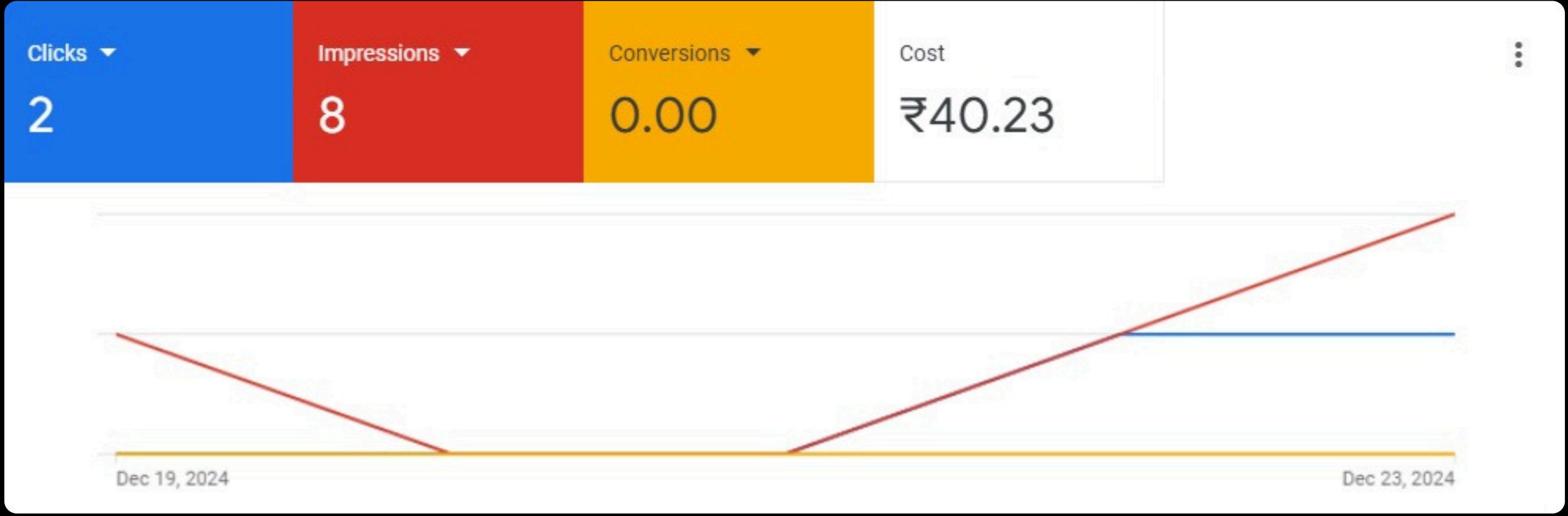
I managed a Meta Lead Form campaign targeting the GCC audience with a daily budget of ₹200. Utilizing carousel posters to showcase key offerings, the campaign's engaging format and optimized lead form effectively captured quality leads, delivering impactful results.





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.



Search Terms:

The screenshot displays a search analytics dashboard. At the top left, there is a search icon and the text "Searches". At the top right, it says "Sort by: Clicks" with a dropdown arrow and a menu icon. Below this is the heading "Top searches and words within searches where people saw your ads". There are two tabs: "Searches" (which is selected and underlined) and "Words". Under the "Searches" tab, three search terms are listed in rounded rectangular buttons: "britco & bridco", "britco assam", and "britco and bridco fees". At the bottom left, there is a link "All searches". At the bottom right, there is a pagination indicator "< 1 / 1 >".

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 >



Google My Business

Projects:

1. Company Formation in Qatar

2. New Born & Maternity in Malappuram

- Created and fully optimized Google Business Profiles
- Added complete business details (hours, services, location)
- Uploaded branded photos and storefront images
- Enabled WhatsApp chat and call buttons
- Replied to customer reviews professionally
- Submitted to local business directories
- Optimized categories, keywords & service areas
- Helped improve local search visibility on Google Maps

THANK YOU

Grateful for your time and interest.



+91 85906 17794



navasmuhammed.pro@gmail.com



Malappuram, Kerala, India



navasdigital.in



Navas Muhammed