

NAVAS MUHAMMED

DIGITAL MARKETER

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SUMMARY

I am a passionate digital marketer with experience in SEO, search engine marketing, social media marketing, performance marketing, and content creation. I use tools like Google Ads, Google Analytics, SEMrush, and Ads Manager to help businesses grow online. I stay updated with the latest industry trends to deliver effective marketing strategies and contribute to a company's success.

WORK EXPERIENCE

DIGITAL MARKETER

(February 2025 -Present)

Socioblooms, Kottakkal

- Worked on on-page and off-page SEO for client websites and improved their Google rankings.
- Wrote and scheduled blog posts and social media content for multiple brands.
- Handled social media accounts, posted regularly, and increased engagement.

DIGITAL MARKETING INTERN

(January 2025- February 2025)

Dfine Digital Solutions, Kottakkal

- Worked on on-page and off-page SEO tasks to improve website visibility.
 - Planned marketing strategies for different brands based on their target audience.
 - Wrote blog posts and ad content tailored to target audiences and campaign goals.
 - Assisted with email marketing by creating engaging content for newsletters and promotions.
 - Supported Google Ads campaigns by writing ad copies, doing keyword research, and analyzing results.
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EDUCATION

ADVANCED DIPLOMA IN DIGITAL MARKETING

(August 2024 - January 2025)

Skilz The Learning Hub, Kottakkal, Malappuram

BACHELOR OF BUSINESS ADMINISTRATION (BBA) - Distance Education

(June 2024 - Present)

Indira Gandhi National Open University

HIGHER SECONDARY EDUCATION

(June 2022 - April 2024)

Oriental Higher Secondary School, Tirurangadi

SKILLS

- **Technical Skills:** Search Engine Optimization, Social Media Marketing, Search Engine Marketing, Email Marketing, Google Ads (PPC), Google My Business, SEO Copywriting, Strategy Planning, Content Marketing, SEO Tools, Keyword research, Wordpress
- **Tools & Platforms:** Google Search Console, Google Keyword Planner, SEMrush, Ubersuggest, Google Analytics, Google Tag Manager, Microsoft Clarity, Google My Business, Google Ads, Meta Ads Manager, Meta Business Suite, Adobe Photoshop, Canva, Screaming Frog, Ahrefs, Moz
- **Soft Skills:** Communication, Teamwork, Adaptability, Creativity, Time Management, Self Learning, Leadership

CERTIFICATIONS

- Digital Marketing Diploma Certification, International SEO Certification, Inbound Marketing Certification, Content Marketing Certification
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LANGUAGES

- English (Proficient)
 - Malayalam (Native)
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PROJECTS

SEO:

- navasdigital.in
- cadproa.com

Social Media Marketing:

- Professional Commerce Institute in Kerala
- Accounting Institute in Perinthalmanna

Google Ads:

- Mobile Repair Institute in India

Meta Ads:

- Mobile Repair Institute in Dubai
- Travel Agency in Dubai
- Professional Commerce Institute in Kerala
- Accounting Institute in Perinthalmanna

Google Business Profile:

- Company Formation in Qatar
 - New Born & Maternity Shop in Malappuram
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DECLARATION

I hereby declare that the information provided above is true to the best of my knowledge.