

SHEIKH MOHAMMED FAIROZ

DIGITAL MARKETER

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SUMMARY

Certified Digital Marketing fresher with hands-on training in SEO, SEM, Google Ads, WordPress, Analytics, and Tag Manager. Skilled in executing keyword research, creating website content, and running basic ad campaigns. Familiar with tools like SEMrush, HubSpot, Canva, and Mailchimp. Quick learner with strong communication, analytical thinking, and a growth mindset, eager to contribute to real-world marketing projects.

EXPERIENCE

Digital Marketing	[CDA Academy]	2025
<ul style="list-style-type: none">• Executed full-cycle SEO and SEM strategies including keyword research, campaign setup, and performance tracking using Google Ads, RankMath, Google Analytics, and Tag Manager.• Developed responsive WordPress sites with strong UX and built-in SEO optimization.• Developed and implemented content strategies including blog publishing, social media integration, and lead generation campaigns focused on user engagement and conversions.• Delivered brand audits, SEO audit reports, and strategic marketing presentations aligned with business goals and audience behavior.		

EDUCATION

Digital Marketing	CDA Academy	2025
Bachelor of Computer Appilcations	Shree Devi Institute Of Technology	2018-2022

ADDITIONAL INFORMATION

- **Technical Skills:** SEO, SEM, Google Ads, Google Analytics, Google Tag Manager, WordPress, RankMath , SEMrush, Google Search Console, Canva (basic creatives) Mailchimp, HubSpot (basic), Microsoft Excel, Google Sheets.
- **Soft Skills:** Sincerity & Dedication to Work ,Quick Learner with a Growth Mindset, Patience and Persistence, Clear and Confident Communication, Strong Comprehension and Analytical Thinking, Time Management and the Ability to Work Effectively in a Team.
- **Languages:** English, Malayalam
- **Certifications:** SEMrush SEO Fundamentals, Google Analytics 4, Google Search Console Certified, Google Ads (Video + Display), HubSpot Email Marketing Certification, BOI Certificate, Meta Blue Print Practice Test .