

MANAHIL MBA (MARKETING)

Digital Marketing Analyst

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PROFILE SUMMARY

Qualified digital marketing strategist with 3+ years of experience in multiple marketing disciplines, search engine marketing (SEM), social media marketing (SMM), and SEO. Proven ability to increase brand awareness.

WORK EXPERIENCE

Digital Marketing Executive | NorthPass Immigration Service (Remote)

01/2024 - Present

- Develop and maintain strong relationships with partners, agencies, and vendors to support marketing initiatives.
- Monitor and maintain brand consistency across all marketing channels and materials.

Digital Marketing Analyst | SMSAMI

11/2022 - Present

- Develop, Implement, and Managing digital marketing campaigns to promote our services
- Monitor brand consistency across marketing channels and materials.
- Launching optimized online advertisements to increase company and brand awareness

Digital Marketing Executive | Vertical Registrar

01/2022 -10/22

- Responsible for managing the company's social media presence, including creating and posting content, monitoring engagement, and running social media advertising campaigns.
- Responsible for generating leads for the company through online channels, such as search engine optimization (SEO) and digital marketing campaigns.
- Responsible for creating visual materials for the company, such as logos, graphics, and website design.

Marketing Executive | FF Steel

08/2020-10/2021

- Develop and maintain strong relationships with partners, agencies, and vendors to support marketing initiatives.
- Monitor and maintain brand consistency across all marketing channels and materials.

CERTIFICATION

- **Google Ad Search Certification (12/2020)** Google Skill shop
- **Google Ad Video Certification (05/2021)** Google Skill shop
- **Foundations of Digital Marketing and E-commerce (01/2023)** Coursera
- **Increase Engagement to your Instagram Business Profile (01/2023)** Coursera
- **Attract and Engage Customers with Digital Marketing (02/2023)** Coursera

PROFESSIONAL SKILL

- Google Search Console
- Google Analytics
- SEMRUSH
- AISensy (Whatsapp API)
- Meta Business Suite
- Mail Chimp
- Jira
- Confluence
- Google Tag Manager
- Voice-Over
- ZOHO
- Canva Expert

PROJECTS

- Academic Research on Influencer Marketing (06/2020)

FREELANCE

- Digital Marketing | Shah Corporation (11/2021-01/2022)