

MOHAMMED FARIS

DIGITAL MARKETING SPECIALIST

+966-573093629

faris.011@gmail.com

be.net/farispp29



ABOUT ME

A young professional with a total of 7+ years' experience in multiple projects in Saudi Arabia and India.

Looking out for an interesting and challenging career with a great team and contribute to the success journey.

EXPERTISE

- Digital Marketing & Branding
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Creative Designing

EDUCATION

B.Tech, Electronics & Communication Engineering

2006-10

Government College of Engineering, Kannur

LANGUAGES

- English
- Arabic
- Hindi
- Malayalam

EXPERIENCE

Digital Marketing Strategist

New Era Technology, Riyadh, KSA (Sep'18- Present)

- Search Engine Optimization (SEO): Developing strategies to increase number of visitors to website by getting high-ranking placements in Search Engine Results Page (SERP)
- Keyword Research and Web Statistics analysis
- Technical SEO audits to identify areas of improvement
- Handling technical issues such as Redirects, Robots.txt, XML sitemaps etc.
- Proficient with tools such as Google Analytics / Search Console / Tag Manager
- Search Engine Marketing (SEM) / Pay Per Click (PPC) campaigns: Sponsored online advertising paid for by the business to appear alongside non-paid search results
- Campaign launches / management, Budget / Bid management, A/B testing
- Strong attention in detail to launch Campaigns and Content with accuracy and focus
- Increase CTR with compelling ad copy creation & enhancements
- Execute and improve all paid search tactics through hands-on day to day optimizations
- Social Media Marketing (SMM): Developing a distinct online presence by promoting quality content through social media channels such as Facebook, Twitter, Google My Business and LinkedIn
- Developing and Integrating Content Marketing strategies
- Google My Business authentication and verification
- Brand Awareness / Lead Generation campaigns (B2B) on LinkedIn
- Creating Email databases for Lead Generation (via Tele, LinkedIn/ Subscription/ Demo/ Partnership forms online)
- Design and Implement direct Email Marketing campaigns using popular tools (Mailchimp)
- Communicate with Sales team to have a full understanding of their key goals, competitive landscape and Industry trends
- Provide accurate Reports and Analysis to company management to demonstrate effective Return on Investment (ROI)
- Researching new online media opportunities that may benefit the business including mobile, social media, blogs, and forums

Digital Marketing Strategist

Masco, Jeddah, KSA (Jan'18- Sep'18)

- Build, plan and implement the overall digital marketing strategy

OTHER EXPERIENCE

- Graphic Designer Trainee at *Ridhi Media Solutions LLP (2017)*
- Creative Designing (Illustrator, Corel Draw, Photoshop, 3Ds Max, Auto CAD) (2017)
- Fiber optics Technology at *MICT (2015)*
- Windows Server 2012 Administration at *Planet Star (2014)*
- On the job Training at *Symbiosis Network (2013-14)*
- Training on CCNA (2010)

OTHER INFO

Date of Birth : 23rd Oct'88

Marital Status : Married

Iqama Status : Transferable

Nationality : Indian

- Manage all digital marketing channels
- Prepare and manage digital marketing budget
- Measure ROI and KPIs
- Oversee all the company's social media accounts
- Manage and improve online content, considering SEO
- Monitor competition and provide suggestions for improvement
- Research products, services, and current strategies to identify new opportunities
- Analyze web traffic metrics and suggest solutions to boost web presence
- Keep up to date with our audience's preferences and proactively suggest new campaigns
- Liaise with Marketing, Sales and Design teams to optimize customer experience and ensure brand consistency
- Analysis, documentation, implementation, and monitoring of business through E-commerce sites
- Identify advertising needs
- Establish best practices in digital marketing
- Stay up to date with digital technologies developments

SEO Analyst

Quizent Technologies, Calicut, India (Nov'15-Jan'17)

- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities.
- Provide recommendations and execute strategies for content development in coordination with SEO goals – general and keyword specific.
- Development and execution of communication/content strategies via social communities in coordination with SEO goals.
- Implement link building campaigns in coordination with client SEO goals.
- Keep pace with SEO, search engine, social media and internet marketing industry trends and developments.
- Experience with website analysis using a variety of analytics tools including Google Analytics.
- Working with popular keyword tools (Google Keyword Planner, WordTracker etc.).
- Implementing Competitor Site Analysis.
- Knowledge of HTML and website administrations.

Telecommunication Engineer

Vision-PS GmbH, Riyadh, KSA (Dec'14- Sep'15)

- The project is to evaluate the performance and correctness of the upcoming BlackBerry smartphones in the field (Stationary and mobility) against the available carriers in Middle East & Africa and monitor the defects/issues throughout the software development life cycle. The aim is to test and ensure that the new BlackBerry smartphones are Bug free and second to none in the market.
- Field testing of Mobile devices in multiple countries against live Mobile Networks using various generations (2G,3G,4G) of mobile wireless technology.
- SKILLS: User Acceptance Testing, Application Testing, Throughput Testing, NW technologies (GSM, GPRS, EDGE, UMTS, LTE), Logs Analysis, BlackBerry (Logging Tools, Devices/Software), Technical Report Writing, Defect Management tools (JIRA).
- In case of any observed defects, ensuring to get the right logs using the QXDM and BBSW logging tools to present the feedback to the Blackberry software developers.
- Field tests, such as radio/audio performance tests and software verification on mobile handsets (GSM, UMTS, and LTE) and accessories like hands-free and GPS.
- Finding the proper network/testing scenario for mobility testing like Inter-RAT handover, Inter cell reselections, TA/LA/RA/RNC/Cell changes etc. for available carriers (STC, Mobily, Zain).

SEO Executive

Web Namaste, Calicut, India (Ju'12-Jul'13)

- SEO
- SMO
- Link Building
- Content Writing