



# MOHAMMAD ASFAQUE

Digital Marketing Growth Expert

## EXECUTIVE SUMMARY

Seeking for a challenging role in marketing and planning, executing and optimizing digital marketing campaigns in challenging position where I can leverage my expertise, drive online visibility, and contribute to the success of organisation.

## EXPERIENCE

- Digital Marketing Executive – Fillip Technologies**  
**Nov 2020 – June 2022 (18 months +2 Month Internship)**
  - Executed and delivered 20 + clients SEO projects from education, healthcare hospitals niches and increased their website rank.
  - Methods we used in search engine optimization (Blog Post on keyword, Quora QnA, Citation, Directory, Classified)
  - Coordinated and executed comprehensive digital marketing strategies for SEO that resulted to rank on Google first page.
- Facebook Ads Account Manager - Indiandropship**  
**July 2022 –April 2023 (10 months company shutdown)**
  - Designed Social Media Post using graphic design tools Photoshop/Canva to Increase post engagements and page visibility for social media marketing.
  - Launched Lead Generation campaign for company and help them to get clients.
  - Managed and developed Facebook` strategy for Shopify Drop shipping clients and helped him to get Conversions.
  - Gained 12.25 lakh with 4x ROI** sales included 8 clients and able to sold dropship trending products through Shopify.
  - Some of the Products are **Magic hose pipe, Magic Mirror, Green Mask** that generated more sales for our clients
- Digital Marketing Manager - One Love Pizza** **Nov 2023 –Now**
  - To Manage digital marketing activities SEO, SEM, Ads Management, Graphic Design etc.
  - Did Complete Channel setup eg. GTM, Analytics, Search Console etc. Also did work on site pages (WORDPRESS).
  - Managing all activities and ideation from start to end.
  - Achieved B2B **3500+** quality leads through successful through WhatsApp campaign strategy converted **6** into franchise.



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## SKILLS

SMM

SEO

G Analytics

GTM

Facebook Ads

Google Ads

## Acheivement

- 6 Months Digital Marketing Training Certification from PRASAN Infotech, Muz.
- Google Ads Certification in 2020
- E-Marketing Certification
- Digital Ad Certificate Digital Marketing -Aleph Group, Inc 516115430875

## Education

- Al-falah University  
**2017-2019**  
Dip. Mech Engg
- B.I.E.C Patna  
**2013-2015**  
Intermediate Sc.

## Creative Skills

Canva

PhotoShop

**LANGUAGES:**

English    ■ ■ ■  
Hindi      ■ ■ ■ ■

# CURRICULAM VITAE

**Extra SKILLS**

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- Strong understanding of consumer behaviour, market trends, and data-driven view to optimize marketing campaigns.
- ability to work with the team and deliver the driven results on time.
- Also Adopted **ChatGPT to gain more value driven insights as the Online World is on revolution by Artificial Intelligence.**
- Analytical mindset with a focus on measuring and optimizing campaign performance for maximum ROI and Max Conversion  
Have an Understanding of project management, team collaboration, and coordination with team.
- Proficient in using digital marketing tools such as Google Analytics, **Google AdWords, SEO platforms**, and social media management platforms.
- Comprehensive knowledge of digital marketing channels and techniques, including SEO, SEM, social media marketing, Google Tag Manager, content marketing, email marketing, and G analytics.
- Also, understanding about Social media Management tools which is **Hootsuite, Buffer, SocialBee etc.**

**Mohammad Asfaque**

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