

CONTACT

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PERSONAL DETAILS

D.O.B: 23. June.1993

Sex: Male

Nationality: Indian

Status: Married with 2 Dependents

Linguistic: Eng., Tamil, Arab

PP No: K8999186

D.O.E: 10-02-2023.

Place: India

EDUCATION

Hindusthan College of Arts & Science,
M.B.A (Logistics & Shipping
Management), 1st Class
2016

Sadakathullah Appa College
BCA, 1st Class
2014

AREA OF INTEREST

- ♦ Search Engine Optimization
- ♦ Google Analytics
- ♦ Search Engine Marketing
- ♦ Social Media Marketing

TECHNICAL SKILLS

Software Tools: Content Management System, Wordpress SEO

Digital Marketing Tools: Google Keyword Planner, Google Analytics, Spyfu, Ringba, Mongoose Metrics, D&B Hoovers, Manta, Go Auto Dial, Pulse Dialer, TCN Cloud, Google Tag Manager, Search Console, SEO, SEM and SMM.

SYED SADHAKATHULLAH

Digital Marketing Executive



SUMMARY

♦ Experienced digital marketing analyst having around **4+ years** of experience in the field of Digital Marketing. Presently performing in the capacity of **DIGITAL MARKETING EXECUTIVE** with **Lemonpeak Marketing Services**. Have extensive technical expertise with respect to the umpteen amount of professional exposure in projects/ technology implementation as part of professional involvement.

PROFESSIONAL OUTLINE

- Mentoring & Managing Team Members to achieve sales Targets
- Involved in requirement analysis, design, testing, implementation and maintenance of Campaigns, Official websites and Lead generations.
- Communicating with the clients, interviewing end-users to know the requirements and expectations of the clients.
- Implementation, testing, tracking and reporting on a variety of media placements through all clients and verticals.
- Hands-on experience in Paid Search and Facebook Business.
- SEM: Building the campaigns, ad groups, keywords, and the ad copies along with the required targeting as per the client's goal.
- Analyzing the competitors, Keyword research, and product analysis for clients. 2013
- Performing periodic account level audits to ensure the campaigns are running as planned.
- Facebook Ads Manager: Creating and implementing the campaigns, ad sets and ads. Ensuring the trafficking of ads as per the schedule. Targeting proper audiences as per the goal. 2009

WORK EXPERIENCE

Company: LEMONPEAK MARKETING SERVICES Pvt Ltd
Designation: Digital Marketing Executive
Period: Dec, 2018 to Till Date

Company: JMJ Freight Forwarders, Chennai
Designation: Documentation Executive
Period: July, 2016 to Sep, 2018

Designation: Project Intern
Place: Trigger Jeans, Coimbatore
Period: Aug, 2015 to Dec, 2015

Designation: Project Intern
Place: Sadakathullah Appa College, Tirunelveli
Period: Apr, 2013 to Oct, 2013

PROJECTS HANDLED/PROFESSIONAL EXPERIENCE

◆ LEMONPEAK MARKETING SERVICES PRIVATE LIMITED

Position: Digital Marketing Executive

Dec, 2018 to till date

1. Develop and manage digital marketing campaign.
2. Oversee a social media strategy.
3. Manage and maintain organization website.
4. Track and analyze website traffic flow and provide regular internal reports.
5. Continually work on Search Engine Optimization of the websites.
6. Overlooking the daily campaign and monitoring spend.
7. Developing and maintaining a database of all reports.
8. Ability to react quickly to emergency situation or new campaign requirements.
9. Managing and Completing all documentation and administrative records, fully and accurately.
10. Generating leads for Outbound team.

Project: AT&T Telecommunications

Team Size: 10

Digital Marketing Tools: Google Keyword Planner, Google Analytics, Google Ad words, Spyfu, Ringba, Mongoose Metrics, D&B Hoovers, Manta, Go Auto Dial, Pulse Dialer, TCN Cloud, Google Tag Manager, Search Console, SEO, SEM, SMM,

Advertising Platform: Propel Media, 50 on Red, Active Revenue, Ad Rebels, Advertise.com, RTX Platform, Facebook.

◆ JMJ FREIGHT FORWARDERS PRIVATE LIMITED

Position: Documentation Executive

July, 2016 to Sep, 2018

1. To prepare the Export Document with the help of help Invoice and Packing list.
2. Preparing Checklist to file the Shipping bill for customs clearance.
3. Communicate with the Customers and service providers to prepare documents like Bill of lading Booking, Certificate of Origin, Plant Quarantine certificate, Fumigation certificate, Health Certificate and Survey report.
4. Responsible for resolving all types of Customer Disputes.
5. Committed to customer satisfaction and constantly strive towards enhancement of our services.
6. Place the Booking as per Customer request and gate in the container as per vessel schedule.
7. Apply the Form13 from Liner to offload the container at port.
8. Maintaining the record of all the documents with manual computerized entries.
9. Send Daily status report to all the customers.
10. Record all the issues and provide regular reporting to the manager.

◆ ACADEMIC PROJECTS OVERVIEW

Position: Project Intern

Aug, 2015 to Dec, 2015

Project: A Study On Customer Preferences Towards Trigger Apparels

Team Size: 5

Description and Responsibility:

1. The main objective of every commercial is to earn high profit, increase its sale revenue.
2. We analysis the taste and preference of the customers and filling the needs and wants and developing its business.
3. To achieve the organization should attract the customer by giving more and more discounts and offers with better quality.
4. In India Big Trigger Apparels play a valuable role. By promotions, offers, Displays.

5. Triggers the customers to buy the products with no list in mind, Discounts, offers, combos, variety, low cost tempts the customers to buy the products with no particular list on mind.

Position: Project Intern

Apr, 2013 to Oct, 2013

Project: Student Attendance Management System Project Report

Team Size: 3

Description and Responsibility:

1. Attendance Management System enables tracking Student Attendance.
2. Its RFID based student attendance system to ensure Smart Schooling.
3. Weekly and monthly student attendance record that can be used to track student's attendance within that period.
4. The Student attendance management system allows the institution to record their student's time using various electronic devices such as, internet applications, biometric systems etc.

ACHIEVEMENTS

- Computer Hardware and Networking certification course with A grade
- Two day's National workshop on Ethical Hacking AIESEC IIT DELHI
- Presented a paper on Image Mining in National Seminar On Image Mining held at Sadakathullah Appa College