


# ZESHAN AHMED

Digital Marketer

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## SUMMARY

Seasoned Digital Marketer with 2+ Years of Experience in 10+ sectors, adept at crafting and amplifying campaigns, as well as leading projects and generating leads.

- **Technologies** : Meta Ads | Google Ads | GA4 | Search Console | Semrush, Ahref | CRM's | Wordpress | HTML, CSS, PHP | Canva
- **Skills** : SEO | Paid Social | Social Media Handling | Search Engine Marketing | Lead Generation | Digital Strategy | Website Development | Graphic Designing

## WORK EXPERIENCE

### Webtis Software Solutions

Aug 2023 - Present

#### SEO Trainee

- Performed Keyword Analysis, On-Page & Off-Page SEO to Boost the Local Rankings of the Company Website from 3<sup>rd</sup> -4<sup>th</sup> Page to the 1<sup>st</sup> Page.
- Monitored website performance using tools like Semrush and Search Console to Reduce Technical SEO Errors by 100%.

#### PPC Expert & Social Media Manager

- Managed and optimized Google Ads & Meta campaigns with budgets of ₹2-5L/month, achieving an average ROAS of 3.6x and reducing CPC by 30%.
- Generated More than 5000+ Conversions through Offline & Form Signups, Improving Business Value by 2x.
- Created 500+ Creatives (Organic & Paid Media Assets) in Canva and Managed Social Calenders through Meta Business Suite.

#### Digital Marketing Manager

- Developed and executed Multichannel digital marketing strategies that increased qualified leads by 55% and boosted overall website traffic by 140%.
- Assisted in development of 100+ Business Website (Static & Dynamic).
- Utilized AI-powered tools in Google & Meta Ads for Bid Strategy & Audience Targeting, reducing CPA by 30%.

### Dizital Mantras

Apr - Aug, 2023

#### Digital Marketing Intern

- Learned the Basics of SEO & Paid Media & Implemented it into the Company Website to improve Visibility.

## EDUCATION

### Graduation 2015-2019

Shri Ram Murti Smarak College Of Engg. & Tech

- B.Tech in Electrical & Electronics Engg.
- Final Percentage: **79.52%**

### Intermediate 2014

Bishop Conrad Sr. Sec. School

- PCM Stream
- Final Percentage: **84.4%**

## ADDITIONAL INFORMATION

- **Certifications** : 8x Google Skillshop Certified | Meta Ads Manager Certification | Google Analytics | Digital Marketing Course from Dizital Mantras
- **Additional Skills** : Data Analysis (MS-Excel, MySQL, Python) | Cyber Security | Website Server Management (DNS, SSL,etc) | Adaptability & Quick Learning | Creativity & Innovation | Research & Analytical Skills