

Mohammed Rashad Ikkery

Digital Marketing Executive

A young and dynamic individual with a management educational background.



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9035114588 📞

Bangalore, India 📍

EDUCATION

Master of Commerce - International Business

St. Joseph College of Commerce

06/2017 - 03/2019

Bangalore

Post Graduate Diploma - Business Administration

St. Joseph College of Commerce

06/2017 - 03/2018

Bangalore

WORK EXPERIENCE

Digital Marketing (Freelancer)

Flash Media

05/2021 - 09/2021

Bangalore

Achievements/Tasks

- Worked with some of the brands in the healthcare, home automation.
- Helped start-ups launch their products or services and grow their digital market share.
- Designed and executed global social media strategy for clients on LinkedIn, Facebook and Instagram.

Co-Founder (Digital Marketing Head)

DESI PAJAMAS

05/2020 - 04/2021

Bangalore

Achievements/Tasks

- Responsible for managing and scaling performance on Google, Facebook and Instagram. End to end campaign execution & team management.
- Analyze marketing data and develop insights with the aim of identifying business needs and new opportunities.
- Briefing for content and creatives as per the campaign objective, Sales and other promotional activities.

Digital Marketing Specialist

SYNTE (Blync Solutions)

05/2019 - 04/2020

Bangalore

Achievements/Tasks

- Work with Business Director to establish short and long term business and marketing goals.
- Establish relationships with potential clients and facilitate integration with partner service solutions.
- Assist with branding and introducing new products to client markets.

SKILLS

MS Office - Basics

Social Media Management

SEO

PPC

PERSONAL PROJECTS

Bicycle Blender - Design Support (07/2017 - 10/2017)

- Requirement gatherings
- Research and analysis
- Supporting design team

Beths - A&B Smart Living (04/2016 - 07/2016)

- Social Intelligence Marketing
- Modular Kitchens

Hover Board/Smart Wheels - Marketing and Sales (04/2014 - 10/2014)

- Procurement of Hover Boards/Smart Wheels from China and Middle East
- Marketing and Sales of Hover Board
- Customer Service
- Branding

CERTIFICATES

SOCIAL MEDIA CERTIFICATION PROGRAM (04/2020 - 09/2020)

FUNDAMENTALS OF SOFT SKILL TRAINING (DIGITAL MARKETING) (04/2020 - 09/2020)

CIM - Level 4

LANGUAGES

English
Native or Bilingual Proficiency

Hindi
Native or Bilingual Proficiency

German
Elementary Proficiency

INTERESTS

Digital Marketing

Technology

Travelling

Advertising

Product Management

Sales and Marketing