

Mohammad Afif

✉ contact.mohammadafif@gmail.com
☎ +971 589763605
📍 Abu Dhabi
in LinkedIn

SUMMARY

Digital marketing professional with 2 years of experience and advanced certifications in digital marketing and market analytics. Proven expertise in account management, Google AdWords, LinkedIn Ads, Instagram Ads, content marketing, SEO, email marketing, branding, and data analysis. Versatile and skilled at building and maintaining client relationships, driving business growth, and leading cross-functional teams to deliver client-focused solutions. Adept at managing projects, meeting deadlines, and contributing to overall business success.

KEY SKILLS

Google Ads, SEO, SEM, Social Media Marketing, Market Research, Content Marketing, Branding and Communication, Project Management, Project Management, Product Marketing, Go-To-Market Strategy, Building Presentations, Strategic Plans, Client Relationship Management, Contract Negotiation, Client Retention Strategies, Stakeholder Management

TECHNICAL SKILLS

Digital Marketing: Google Ad, LinkedIn Ad, Facebook Ad Analytics: Google Analytics 4, Google Data Analytics (Coursera)

Tools: Microsoft Office, Pivot Table, Tableau, Hubspot CRM, Klaviyo, Mailchimp, Seamrush, Google Keyword Planner, ChatGpt

CERTIFICATIONS

- Google Data Analytics (Coursers)
- Digital Marketing Certification
- Product Marketing Certification

EDUCATION

MSc Strategic Marketing (Part-Time) Jan '25 - Present
Middlesex University Dubai
Bachelors of Business Administration - Marketing Aug '18 - May '21
The Bhawanipur Education Society College, Calcutta University Kolkata

PROFESSIONAL EXPERIENCE

Senior Consultant 1 - Marketing Oct '23 - Nov '24
TRPGLOBAL Kolkata

- Conduct email marketing campaigns and provide branding consultation
- Develop visual representations for LinkedIn, contributing to an increase in social media followers
- Manage LinkedIn advertising, resulting in a 60% boost in organic impressions over 6 months
- Helped the organization conduct events and webinars to promote products and services
- Handled product promotion and managed client relationships, ensuring alignment between product offerings and client needs
- Led a team of 5 people, including graphic designers, to deliver required projects

Content Manager Mar '23 - Oct '23
Authority Magnet Co. Jamshedpur

- Collaborated with SEO specialists, content writers, and technical team members to **schedule and oversee all web content tasks**, resulting in increased website revenue and improved search engine rankings
- Maintained project deadlines for web projects, collaborating closely with **senior project manager, senior content advisor, and content editor** to facilitate seamless communication of web information across various projects
- Developed and maintained strong client relationships, ensuring satisfaction and fostering long-term partnerships
- Led cross-functional teams to deliver marketing campaigns, ensuring on-time delivery and aligning outcomes with client expectations.
- Served as the primary point of contact for key accounts, facilitating seamless communication between clients and internal teams
- Set publication standards, established goals and expectations and delivered project on time
- Managed team of 8 freelancers & full-time employees

Marketing Internship Jun '22 - Sep '22
Inside Jharkhand Jamshedpur

- Interned as a marketing intern at a news media company, where I gained knowledge of the market's client segmentation
- Explored strategies to extend the organization's reach to its target market

Extra Projects

- Conducted email marketing campaigns using Mailchimp and Klaviyo, effectively reaching targeted audiences.
- Performed A/B testing to optimize email content and improve open and click-through rates.
- Completed comprehensive email audits to ensure compliance with best practices and enhance overall email performance.

ADDITIONAL INFORMATION

- Languages:** Hindi(native) and English(fluent)