

Y MOHAMMED SHAHID SHARIFF

Digital Marketing Specialist | Growth Hacking | Web Developer

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SUMMARY

Motivated Digital Marketing Specialist with over 4+ years of experience in driving user acquisition and growth through strategic paid campaigns. Expert in data analysis, creative optimization, and cross-functional collaboration to achieve business objectives. Proven track record of scaling campaigns and enhancing ROI.

EXPERIENCE

Digital Marketing Head

CrystalHomes

03/2024 Chennai, India

- Strategy Development:** Crafting and executing comprehensive digital marketing strategies aligned with business goals. This includes SEO/SEM, email marketing, social media, and display advertising campaigns.
- Team Leadership:** Leading and mentoring the digital marketing team, ensuring everyone is aligned with the strategy and KPIs.
- Analytics and Reporting:** Monitoring and analyzing performance metrics, generating reports, and making data-driven decisions to optimize campaigns.
- Budget Management:** Allocating and managing the digital marketing budget efficiently to maximize ROI.
- SEO Success:** Achieved a 100% increase in organic search traffic and improved website ranking on major search engines.
- Campaign Effectiveness:** Developed and launched successful campaigns that resulted in a 70% increase in lead generation and a 25% decrease in cost per acquisition.

Digital Marketing Manager

Manju Groups

11/2023 - 02/2024 Chennai, Tamil Nadu

- Led the development and execution of comprehensive digital marketing campaigns across Meta, YouTube, and Google, increasing user acquisition by 30% within 3 months.
- Managed a \$150k quarterly budget for paid acquisition channels, optimizing spend for a 40% improvement in ROAS.
- Implemented advanced targeting and retargeting strategies that reduced CPA by 20%, while increasing conversion rates by 15%.
- Conducted A/B testing on over 100 ad creatives, identifying top performers that led to a 25% increase in engagement.
- Collaborated with cross-functional teams to align marketing efforts with project launches, resulting in a 30% increase in conversion.
- Analyzed campaign data to provide actionable insights, leading to a strategic pivot that captured a large user segment.

Digital Marketing Specialist

PRO Realty Services

02/2023 - 11/2023 Pune, Maharashtra

- Managed and scaled paid search and social campaigns across Meta, Bing and Google Search Ads, achieving a 50% increase in leads.
- Designed and executed a landing page optimization strategy that lifted conversion rates by 40%.
- Utilized Google Analytics to monitor campaign performance, driving a 10% decrease in bounce rates.
- Orchestrated the creative testing process, enhancing ad performance and contributing to a 22% increase in CTR.
- Collaborated with engineering to integrate new tracking systems, improving data accuracy and campaign efficiency.

EDUCATION

Bachelor of Technology in Mechatronics

Bharath University

08/2016 - 08/2020 Chennai, Tamil Nadu

KEY ACHIEVEMENTS

- 55% User Acquisition Increase**
Spearheaded digital marketing initiative, that led to a 45% increase in user acquisition.
- 40% ROAS Improvement**
Optimized ad spend across digital platforms, resulting in a 40% improvement in ROAS.
- Brand Reach Expansion**
Identified and captured large user segments, contributing to a 60% increase in New user Acquisition.
- Conversion Rate Optimization**
Implemented a successful landing page optimization strategy, lifting conversion rates by 20%.

SKILLS

Data Analysis	Paid Acquisition	
Retargeting	ROAS Optimization	
Creative Testing	Graphic Designing	
Cross-Functional Collaboration		
Google Analytics	Looker	Appsflyer
Meta Advertising	Google Ads	
Bing Ads	LinkedIn Ads	JavaScript
HTML/CSS	Wordpress	
Apple Search Ads	SQL	

CERTIFICATION

- Digital Marketing Certificate by Google**
Focused on mastering the ethics and fundamentals of Digital Marketing, provided by Google.
- Meta Business Manager Certified**
Completed Meta blueprint certification.

PASSIONS

- Growth Hacking**
Passionate about leveraging creative and unconventional strategies to drive user acquisition and business growth.
- Data Analytics**
Deeply interested in analyzing data to uncover insights that inform strategic marketing decisions.