

Y MOHAMMED SHAHID SHARIFF

Digital Marketing Specialist | Growth Hacking | Web Developer

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Chennai, India

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 - Present 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.