

# MUHSIN VK

## DIGITAL MARKETING EXECUTIVE

### CONTACT

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### TECHNICAL SKILLS

- Social Media Management (SMM)
- Search Engine optimization (SEO)
- Google Analytics and Google Ads
- Content Marketing
- Web Designing

### EDUCATION

#### DIGITAL MARKETING

OPENTUTOR DIGITAL ACADEMY,  
KANNUR  
AUGUST 2024

#### HIGHER SECONDARY EDUCATION

2015 - 2017

### LANGUAGES

English  
Malayalam

### PROFESSIONAL SUMMARY

A detail-oriented and highly motivated Digital Marketing Executive with a sound knowledge of digital tools and platforms, equipped with deep knowledge of Web Designing, SEO, SEM, social media marketing, and content marketing. The ability to hold my analytical mind in monitoring and evaluating online strategies and campaigns has been satisfactorily proven. Quick learner; interest kept in updating myself on the latest trends in digital marketing. Looking to bring creativity and energy into a dynamic digital marketing team.

### WORK EXPERIENCES

Digital Marketing Intern Opentutor  
Digital Academy, Kannur

AUG 2024

- Assisted in the creation of engaging social media content and monitored social media channels for audience engagement.
- Assisted in the execution of paid advertising campaigns, including keyword research, ad creation, and performance tracking.
- Conducted competitive analysis to identify industry trends and opportunities for the company's digital marketing strategy.

### CERTIFICATIONS

- 3 Months of Digital Marketing Training Certificate
- Fundamental Digital Marketing
- Semrush Academy
- Google Analytics
- Advanced Google Analytics
- Hubspot Content Marketing
- Hubspot Social Media Marketing
- Google Ads Search
- Google Ads Video

# PROJECT EXPERIENCES

## OF DIGITAL MARKETING

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### SEARCH ENGINE OPTIMISATION ( SEO)

- Keyword Research done for AMSTER Movers, UAE
- Keyword Research done for FIRST PRINT, UAE
- Site Audit AMSTER Movers
- Sitemap Submission
- Off-page activities
- Blog Post
- On page activities
- Off-page activities

### SOCIAL MEDIA MARKETING ( SMM)

- Prepared social media strategy Brand – PATANJALI AYURVED
- Perfectly handled social media accounts
- Engagement campaign run for Opentutor digital academy
- Leads campaign run for Design School
- Engagement campaign run for Fenix advertising
- Leads Campaign run for Tansom

### SEARCH ENGINE MARKETING ( SEM)

- Google Ads Keyword Research done for Opentutor Digital academy
- Site Audit AMSTER Movers
- Display ads
- Youtube ads

### E-COMMERCE WEBSITE

- Created an e-commerce website model  
[www.store.muhsinvk.in](http://www.store.muhsinvk.in)

### WEB DESIGNING PROJECTS

APPLE	<a href="https://muhsinvk.in/apple/">https://muhsinvk.in/apple/</a> _____
HOMZEN	<a href="https://muhsinvk.in/homezen/">https://muhsinvk.in/homezen/</a> _____
MUMBAI	<a href="https://muhsinvk.in/mumbai/">https://muhsinvk.in/mumbai/</a> _____
TORONTO	<a href="https://muhsinvk.in/torento/">https://muhsinvk.in/torento/</a> _____
LOWFIRM	<a href="https://muhsinvk.in/lawfirm/">https://muhsinvk.in/lawfirm/</a> _____
PEARL EVENTS	<a href="https://muhsinvk.in/pearl-events/">https://muhsinvk.in/pearl-events/</a> _____