

MD AZEEM ALI

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Hyderabad, India

SUMMARY

I am an experienced digital marketing executive specializing in optimizing digital channels - SEO, PPC, and social media marketing to drive brand awareness, generate high-quality leads, and achieve business objectives. With a strong background in the real estate industry, I combine data-driven insights and performance marketing strategies to deliver measurable results. A multitasker at heart, continuously adapting to new trends and technologies to stay ahead in the ever-evolving digital landscape.

TECHNICAL SKILLS

- Lead Generation & Nurturing
 - Google & Meta Ads (PPC Campaigns)
 - Search Engine Optimization (SEO)
 - Social Media Marketing (SMM)
- MS Office
 - Adobe Photoshop
 - Adobe Premiere Pro
 - Canva
- Website Development
 - Digital Marketing Tools
 - Email & WhatsApp Marketing
 - Reporting & Analytics

PROFESSIONAL EXPERIENCE

Digital Marketing Executive | Team Lead2020 - 2024

Flivv Web Development Pvt. Ltd. | Flivv Developers

- SEO & Website Optimization:** Improved organic traffic by 25% in 6 months via targeted keyword research, technical SEO, and content optimization on WordPress.
- Social Media Growth:** Developed multi-channel content strategies, boosting social media engagement by 30% through targeted posts, interactive campaigns, and community management.
- Performance Marketing:** Managed Google & Meta Ad campaigns, reducing cost per lead (CPL) by 30% while increasing lead conversion rates by 25% through advanced targeting, A/B testing, and creative optimization.
- Lead Nurturing:** Increased lead conversion by 20% using segmented, personalized email and WhatsApp drip campaigns, aligning with customer journey insights.
- Content & Video Marketing:** Edited Instagram Reels and YouTube videos, resulting in a 40% enhancement of brand visibility and user engagement.
- Team Leadership:** Supervised and mentored a team of 5+, streamlining operations for efficient campaign delivery while providing hands-on training and direct support in both video editing and social media designs to ensure high-quality, creative content.
- Cross-Functional Collaboration:** Collaborated with sales and creative teams to develop cohesive marketing strategies that aligned with business objectives and enhanced campaign outcomes.
- Analytics & Reporting:** Produced actionable reports using Google Analytics and campaign dashboards, which helped make informed decisions and adjust strategies according to changing market needs.

TECHNICAL PROFICIENCIES

Tools

Meta Ads, Google Ads, SEMrush, Ubersuggest, Google Analytics, MS Office, Canva, Adobe Photoshop & Premiere Pro, WordPress, ChatGpt, Perplexity, Zapier

CRM & Email

Mailchimp, Hubspot, WhatsApp Business, Interakt

CERTIFICATIONS

AI-Powered Digital Marketing, Digital Brolly - 2025

EDUCATION

B.com (Computers)	2017 - 2020
Vivekananda Degree College	
B.Tech (ECE)	2015 - 2016
Hyderabad Institute of Technology and Management (HITAM)	
Intermediate	2013 - 2015
Sri Chaitanya Jr. College	
CBSE	2011 - 2013
St. Mary’s High School	

ADDITIONAL INFORMATION

- **Languages:** English, Hindi, Telugu
- **Awards/Activities:** Best Performance of the Year Digital Marketing (2023)
- **Skills:** Good Communication, Self-motivated, Multi-tasking, Time Management, Active Listening
- **Hobbies:** Reading, blogging, travelling, trend-spotting, chess, badminton

DECLARATION

I hereby declare that the information furnished above is correct to the best of my knowledge and belief.

Place: Hyderabad, Telangana

(Md Azeem Ali)