

Aqib Hussain

Digital Marketer



Summary

An enthusiastic Internet Marketer with 7+ years of experience, who empowers entrepreneurs and businesses to build a brand and market it on digital platforms. Fortunate enough to have worked with a team of very talented, inspirational, optimistic people and Startup founders over the years and built more than 200+ brands globally. I personally focus on helping businesses with their marketing needs and providing services. Also offering training to business owners so they can learn the ropes of the digital world themselves to boost their sales, and build their brand and reputation in the market. Having hands-on experience in running Brand Awareness, App Installation Campaigns, Lead Generation, e-commerce sales and Conversion Campaigns, Display Campaigns, Creative Thinking and Making New Strategies according to the latest online trends.

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Educational Qualification

- **ARNI University**
Bachelors in Electronics and Communications 2018
Enrolled from Aug. 2015 to June 2018.
Taking up electives in the IT sector.
- **SSM College of Engineering and Technology**
Diploma in Electronics and Communications 2009
Attended from Sept. 2009 to June 2012.
1st rank in internal awa external project on FM Signals.
- **SP Higher Secondary School**
HSC
Completed my 10+2 in 2010

Work Experience

- **Manager Digital Marketing**
IM Solutions
Dec 2021 to Present
- **Digital Marketer / IT Manager**
Engineers Career Group
Feb 2021 to Dec 2021
- **Digital Marketer**
Global Innovations
Nov 2017 to Feb 2021
- **Astt. Manager Marketing Online**
Rama University
April 2016 to Nov 2017
- **Project Engineer**
Universal Telecom Services
June 2015 - April 2016

Professional Skills

HTML | CSS | WordPress | SEO Off-Page On-Page | App Installation Campaigns | Lead Generation | YouTube Pre-Roll Ads Google Ads | LinkedIn Ads | Facebook Instagram Ads | Snapchat Ads | Sharechat Moj Ads | Twitter Ads | Taboola Ads | DV360 SV360 | SMS Marketing | Email Marketing | Whatsapp Marketing | Mailchimp | Google Keyword Planner | Google Trends | Semrush | Ahref | Uber Suggest | MOAT | SWOT Nielsen IMS | Google Analytics | Google Search Console | Ethical Hacking | Computer Networking | Graphics Design | Photoshop | Canva | Coral Draw | MS Office | Online Streaming

References

Mr. Jafer Sadik
CTO - General Education
Cell: 7760677333

Dr. Ameer Rehman
HR Head - Global Innovations
Cell: 8082111378

Work Experience

IM Solutions - Bengaluru - India

Campaign Manager- (December 2021–Present)

- Working as a campaign manager, Managed and optimised paid ad campaigns across various platforms (Google Ads, Facebook Ads, Instagram Ads, Twitter Ads, Snapchat Ads, YouTube Ads, LinkedIn Ads and Native Ads etc.) resulting in an increased ROI of 10-15x.
- Developed and implemented innovative strategies that drove significant traffic or revenue growth.
- Collaborated with cross-functional teams for campaign ideation, execution, and analysis.
- Utilized analytics tools to track campaign performance and make data-driven decisions.
- Experienced in working with 200+ clients globally and handling 80 Lacs INR monthly budget across platforms from industries like Real Estate, Ed-Tech, Health Care, Fintech, Banking, Hospitality, Automobile, Information Technology, Clothing Apparel, Beauty Care, SAAS and E-commerce.
- Monitored Social Media and Online sources for industry trends.
- Budget Handling, Reporting and Media Planning Strategies are my key skills.
- Research, Collect data and Analyse competitors in a market to implement new strategies to boost the business of company clients.
- Identify appropriate marketing channels to target the high-potential audience.
- Expertise in Planning, Execution and Tracking Events of Email Marketing and WhatsApp marketing.

Social Media Marketing (SMM):

- Experienced in creating all types of Facebook Campaigns like Lead Generation, Brand Awareness, Reach, Engagement, Traffic, Facebook Call Ads, Mobile App Installs, Sales, Catalogue Ads, Conversions, Messenger, WhatsApp campaigns.
- Creating Facebook and Instagram ads by selecting specific audiences, advanced location targeting, demographics and detailed targeting according to the project including A/B testing, Conversion Tracking etc.

Search Engine Marketing (SEM) or (PPC):

- Experienced in Creating and Setup All types of PPC Campaigns Like Search Ads, Display Ads, Smart Campaigns, Video Ads, Shopping Ads, etc.
- Experienced in Shopping Ads, Creating Google Merchant Centre accounts and showing ads in Google search and Partners.
- Experienced in tracking Conversions Events, Purchase Events, Payment Tracking, etc. in Google Analytics and Facebook Ads Manager for E-commerce Websites.

Engineers Career Group - Chandigarh - India

Digital Marketer cum IT Manager - (Jan 2021– Dec 2021)

- Worked as a Digital Marketer Handling Lead Generation campaigns and App Installation Campaigns for organisations.
- Strategic digital planning, optimisation, setting up and executing campaigns across multiple biddable platforms ex. Google Ads, Facebook Ads, Email and WhatsApp Marketing.
- Generated 100x Revenue through Facebook Ads.
- Handling On-page and off-page SEO of company websites.
- Handling Graphics Design and Content Creation for Social Media.
- Headed Team To Build an Ed-tech Platform.
- Handling Live Streaming Operations on Social Media and Youtube.
- Worked on the development of the Organisation's YouTube channel.
- Handling IT operations OBS Streaming, Web Server, CMS/LMS, CRM and Managing Learning Platform.
- Research, collect data and Analyse competitors in a market to implement new strategies in our brand.
- Identify appropriate marketing channels to target the audience
- Budget Handling and Reporting and Media Strategies Planning.

Global Innovations - Srinagar JK - India

Digital Marketer cum IT Manager - (November 2017 – February 2021)

- Responsible for Lead Generation through Social Media Platforms.
- WordPress Website Development and updation.
- Onpage, Offpage and Local SEO for Website.
- Handling Graphics Design and Content Creation for Social Media.

Rama University - Kanpur (UP) - India

Assistant Manager Marketing Online/Offline Marketing - (April 2016 - November 2017)

- Running Lead Generation Campaign on Facebook, Instagram and Google Ads for students seeking admission to professional courses.
- Handling SEO operation: Off-page SEO for the University website.
- Monitored Social Media and Online sources for industry trends.
- Managed marketing campaigns to cultivate brand awareness and drive website traffic.
- Maximised strategic approaches by keeping a close eye on performance and making appropriate adjustments.
- Online Branding and Promotions, ORM and Onpage, Offpage and Local SEO of University Website.

Universal Telecom Services - Muzaffar Nagar (UP) - India
Project Engineer - (June 2015 - April 2016)

- Worked as a Project Engineer for LOS Survey for JIO telecommunications in Jammu and Kashmir.
- Measured and marked property lines and key topographic features.
- Used software and devices to create detailed maps from raw field data.
- Assessed individual as well as team survey project needs and planned workflows.
- Coordinated survey crew activities and oversaw field operations.

Education Qualification

- **Bachelors in Electronics and Communications** - Percentage: 70%
ARNI University (HP) (2015 - 2018)
- **Diploma in Electronics and Communications** - Percentage: 68%
JKBOTE (JK) (2009 - 2012)
- **10+2 Percentage** - 66.40%
SP Model Higher Secondary School under JKBOSE (2010)

Certifications

- **WordPress Advanced**
Just Web InfoTech (2020)
- **Fundamentals of Digital Marketing**
Google Digital Garage (2020)
- **Search Ads 360 Certification**
Google (2020)
- **Digital Marketing**
Digital Pehchan (2017)
- **Computer Networking**
University of Kashmir (USIC) (2013)
- **CCNA Coaching**
University of Kashmir (USIC) (2014)
- **1 Year Diploma in Computer Applications**
Future Zone Computer Education (2007)
- **Basic Civil Defense Course**
Civil Defense Headquarter JK (2009)
- **Build an Online Business Presence with Instagram**
Meta Facebook Blueprint eLearning (2022)
- **Choose Ad Placements, Budget and Schedule in Ads Manager**
Meta Facebook Blueprint eLearning (2022)
- **Connect with Customers on Instagram**
Meta Facebook Blueprint eLearning (2022)
- **Customize Ad Creative in Ads Manager**
Meta Facebook Blueprint eLearning (2022)
- **Google Ads Search Certification**
Google (2022)
- **Engage Your Audience with Instagram Stories**
Meta Facebook Blueprint eLearning (2022)
- **Get Started With Instagram Shopping**
Meta Facebook Blueprint eLearning (2022)
- **Set Up and Use the Pixel and the Conversions API for Ad Campaigns**
Meta Facebook Blueprint eLearning (2022)
- **Use WhatsApp for a Business**
Meta Facebook Blueprint eLearning (2022)
- **Create Audiences in Ads Manager**
Meta Facebook Blueprint eLearning (2022)

Projects

- Launched pet care brand Alpha Wolfe Brand at Cruft's World Trade Fair Show in London, UK.
- Launched EV motorcycle brand WOLFHOOUND Motors in Bangalore, India.
- SEO and Lead Generation Campaigns for General Education in Bangalore & US.
- Conducted LOS survey of Jio Telecom in Kashmir.
- Design and Installation of BSNL exchange at Bemina, Kashmir.
- Installation and Configuration of Juniper Devices at Idea Telecom (MSC -II) Sarah City Mall, Srinagar.

Personal Details

- Name: Aqib Hussain Nagoo
- Current Residence: Koramangala, Bengaluru- KA 560034
- Permanent Residence: Srinagar-JK 190003.
- Skype ID: im.aakib
- Date of Birth: 12 Dec 1991.
- Nationality: Indian.
- Known Languages: English, Hindi, Urdu and Kashmiri.
- Hobby / Interests: Traveling, Cracking Codes.

Declaration

I hereby declare that the above-mentioned information given is true and correct to the best of my knowledge.

Date: 15 Nov 2023

Place: Bengaluru

Aqib Hussain Nagoo