

# MOHAMMED SALIK ASLAM SANGAY

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## CAREER OBJECTIVE

I am interested in a position that allows me to use my relevant skills and grow in the role. With good presentation, interpersonal and communication skills, I look forward to using my abilities to benefit my employer.

## WORK EXPERIENCE

### CALL DIGITAL FIRE (Entry Level Digital Marketer and executive) October 2021 – December 2023

- Created social media campaigns for start-ups, resulting in a monthly increase in followers and boost in website traffic.
- Conducted keyword research and implemented SEO best practices, growing organic search and lead generation.
- Managed email marketing campaigns using Mailchimp and achieved a respectively target.
- Generated annually through affiliate links and banner ads on 30+ high-traffic websites.

## WORK EXPERIENCE

- Contemporary Innovative Marketing Techniques
- Designed an email marketing campaign that promotes sales, new products, and upcoming events.
- Created eye-catching graphics and videos in collaboration with influencers that reached good customers in the first week. Search Engine Optimization
- Designed an interactive presentation that promotes products across social media platforms and generates opt-in from clients.

## SKILL SETS, TECHNOLOGIES AND TECHNIQUES

### Skills

- Email Marketing (Advanced)
- Marketing (Experienced)
- Online Marketing
- Pay-Per-Click Advertising (PPC)

### TECHNIQUES:

- Web Analytics
- Digital Strategy
- **canva**



## PERSONAL DETAILS

**Date of Birth:** 12-10-2000

**Gender:** Male

**Nationality:** Indian

**Marital Status:** Single

**Hobbies:** Cricket

**Languages Known:** English, Hindi and Marathi

**Visa Status:** Visit Visa Valid till May 27<sup>th</sup> 2024

## EDUCATION

Bachelors of Commerce (BCom)  
Done from Mumbai University  
in 2022

## OTHER

- Digital Marketing Certification
- Web development course done
- 2D Graphic Designing
- Basic computer and Internet
- MS Office