

MUHAMMED AL AMEEN K

Digital Marketer

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📄 PROFILE

Digital Marketing Executive with hands-on experience in SEO, Meta Ads, and Google Ads. Skilled in driving lead generation, improving online visibility, and optimizing campaign performance through data-driven strategies. Experienced in handling IT, retail, and e-commerce brands. BBA graduate specialized in Digital Transformation Management, seeking opportunities

🎓 EDUCATION

2022 – 2025 Calicut	UGWIP Aimer b school
2023 – 2025	BBA University of Mysore
2020 – 2022 calicut	HUMANITIES St.Joseph calicut

👜 PROFESSIONAL EXPERIENCE

April 2025 – present BBP India Communications Pvt. Ltd, Kochi	Digital Marketing Strategist • Executed Meta ad strategies for premium brands, driving reach, leads, and engagement. • Optimized campaigns using analytics to improve ROI and performance. • Collaborated with creative teams and delivered actionable performance
Fab 2024 – Jun 2024 Dr. Bhatia Medical Coaching Institute, Calicut,	Digital marketing Intern • Led a targeted Google Review Campaign, securing 950 reviews out of 1000, boosting online reputation and credibility. • Managed social media engagement, content scheduling, and event promotions • Coordinated PR activities, including press releases and media outreach.
Aug 2023 – jan 2024 Silvan Light Gallery, Calicut	Sales & Marketing Intern • Assisted in brand awareness campaigns, webinars, and institutional events. • Engaged with clients to understand needs and ensure quality service delivery. • Supported product promotions through digital and offline marketing channels.

SKILLS

- Digital Marketing: SEO, AEO, Google Ads, Social Media Advertising, Email Marketing
- Analytics & Tools: Meta Business Suite, Google Analytics, MS Excel, E-commerce Platforms (Shopify), WordPress
- Content & Campaigns: Content Creation, Campaign Optimization, Lead Generation, Review Management
- Basic Accounting, Tally ERP, Invoicing, Billing, Financial Record Maintenance
- Soft Skills: Communication, Creativity, Problem-Solving, Teamwork, Time Management

LANGUAGES

English

Malayalam

Arabic

ACHIEVEMENTS

- Executed Seematti 90% Sale Campaign, generating high customer engagement
- Managed Kalyan Hypermarket Back-to-School Campaign with strong conversion results.
- Completed Skill Nation AI & Automation in Excel training.
- Received Employee Development Program Certificate at DBMCI.

REFERENCE

Ranjith K.R. Nair, Assistant Professor
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