

# HUSSAIN AHMED

Digital Marketer, Wordpress Developer,  
Graphic Designer



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📍 Nationality: Indian

📅 Total Experience: 9+ years

🌐 [www.hussainahmed.xyz](http://www.hussainahmed.xyz)

## Profile Summery

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A passionate digital marketing professional with more than 8 years of experience working with leading online businesses in the US, UK, and Australia. Specialties include Digital Marketing Strategy, Digital Analytics, SEO, and PPC on Google, Facebook and Instagram.

## Work Experience

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### DIGITAL MARKETING MANAGER

Kanak House Bullion LLC | Aug 2022 - to date

- ✔ Performance Marketing Role: Drive growth and revenue by managing acquisition campaigns across channels to increase ROI.
- ✔ Campaign Development & Execution: Create and execute campaigns across digital channels, including paid search, display, and social media.
- ✔ Metrics Analysis & Optimization: Analyze performance metrics, optimizing campaigns based on data-driven insights.
- ✔ Market Research: Identify trends and opportunities to inform marketing strategies.
- ✔ Budget Management: Allocate resources effectively and optimize marketing budgets.
- ✔ Testing & Experimentation: Conduct A/B tests to discover new growth opportunities.  
Reporting & Analysis: Provide regular reports on performance and communicate analyses through clear dashboards.
- ✔ Optimization & Collaboration: Apply data-driven insights to maximize results and collaborate with other teams to achieve business objectives.

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### DIGITAL MARKETING MANAGER

Foreignerds Inc | Oct 2018 - June 2022

- ✔ Experienced in planning and implementing SEO strategies, with a focus on organic search marketing and keyword research
- ✔ Comprehensive knowledge of digital marketing, including SEO/SEM, email, social media, and display advertising campaigns

- ✔ Proficient in landing page creation tools, ad copywriting, and performance optimization through A/B testing
  - ✔ Experienced in managing budgets, tracking performance, and reporting on ROI and KPIs
  - ✔ Skilled in online business development, with experience in managing multiple online marketplaces and product catalogs
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## **INBOUND MARKETING EXECUTIVE**

Seven Atoms | Dec 2014 - Oct 2018

- ✔ Planning the overall digital marketing strategy with short and long term business objectives in mind
  - ✔ Setup, manage and optimize paid search, display and retargeting campaigns on Google, Bing, Facebook and other platforms
  - ✔ Maintain Social media presence across all digital channels Keep up to date with paid media best practices, bid management systems, keyword development tools, and industry research
  - ✔ Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
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## **ONLINE MARKETING EXECUTIVE**

i3Indya Technologies | Feb 2013 - Nov 2014

- ✔ Creation and Implementation of On-Page and Off-Page Strategy
- ✔ Manage the content that the business posts to social media
- ✔ Maintain consistent brand messaging throughout all platforms
- ✔ Use advanced metrics to measure the success of a marketing campaign
- ✔ Design Ebooks, event flyers and other promotion materials
- ✔ Create videos and PowerPoint presentation for events

## **Academic History**

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- ✔ PGDM from Integrated Academy of Management & Technology, Ghaziabad  
Specialization: Marketing & Finance (CGPA 7.2)
- ✔ Bachelor of Commerce (H) from Gauhati University in the year 2010 (51%)
- ✔ Intermediate from Assam Higher Secondary Education Council. Guwahati 2007 (61%)
- ✔ Matriculation from Secondary Education Board of Assam. Guwahati (67%)

## **Certifications**

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- ✔ Google Analytics certification from Google (Completion ID: 17795698)
- ✔ Google Ads Display Certification (Completion ID: 115252792)
- ✔ Google Shopping Ads Certification (Completion ID: 115331309)
- ✔ Google Ads Apps Certification (Completion ID: 115331362 )
- ✔ Display & Video 360 Certification (Completion ID: 120902953 )

## Core Skills

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- ✓ MS Office, HTML, CSS
- ✓ Adobe Photoshop, InDesign, Canva
- ✓ Google Analytics, Ads
- ✓ Google merchant center and DV360
- ✓ Marketplace Ads (Amazon, Etsy)
- ✓ Data Analysis (Ahrefs, Semrush, Spyfu)
- ✓ Final Cut Pro
- ✓ Paid Social Media (Facebook, LinkedIn, Pinterest)
- ✓ Email Marketing
- ✓ CMS: Wordpress, Wix and Shopify

## Google Certifications

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Congratulations!



### Google Ads Apps Certification

Completed by Hussain Ahmed on June 3, 2022

Google recognizes your mastery of the fundamentals of creating and optimizing Google App campaigns.

Completion ID: 115331362 Expires: June 3, 2023

Congratulations!



### Shopping ads Certification

Completed by Hussain Ahmed on June 3, 2022

Google recognizes your mastery of the fundamentals of creating and customizing effective Shopping campaigns.

Completion ID: 115331309 Expires: June 3, 2023

Congratulations!



### Google Ads Display Certification

Completed by Hussain Ahmed on June 3, 2022

Google recognizes your mastery of the fundamentals of developing and optimizing effective Google Display campaigns.

Completion ID: 115252792 Expires: June 3, 2023

Congratulations!



### Display & Video 360 Certification Exam

Completed by Hussain Ahmed on July 28, 2022

Congratulations, you are now certified in Display & Video 360.

Score: 96 Completion ID: 120902953 Expires: July 28, 2023

