MUHAMMED SAHIL

DIGITAL MARKETING PROFESSIONAL | PERFORMANCE MARKETING | SEO

Kerala, India | sahilmuhd123@gmail.com | +91 7560943996 | LinkedIn | Portfolio

SUMMARY

Digital Marketing Professional with experience in digital marketing and a background in full-stack software development. Skilled in performance marketing, Meta Ads, SEO, audience targeting, campaign optimization, and digital analytics. Combines technical knowledge of web development with data-driven marketing strategies to support lead generation, improve campaign performance, and achieve business objectives. Familiar with Google Ads, conversion rate optimization, e-commerce marketing, and website management.

CORE COMPENTENCIES

Performance Marketing: Meta Ads, Google Ads, Paid Campaign Management, Audience Targeting, Campaign Optimization, A/B Testing, Lead Generation, Budget Management

SEO & Digital Analytics: Keyword Research, On-Page SEO, Technical SEO, Competitor Analysis, Google Analytics, Google Search Console, KPI Tracking, ROAS, CPC, CTR, Conversion Rate Optimization (CRO)

Digital & Social Media Marketing: Social Media Marketing, Content Strategy, Ad Copywriting, Brand Positioning, Campaign Reporting, Audience Segmentation

Web Development & IT: HTML5, CSS3, JavaScript, Python, Full Stack Development, Responsive Web Design, Website Maintenance, WordPress, Elementor, Shopify

E-commerce & Marketing Tools: Amazon & Noon Marketplace Marketing, Meta Ads Manager, Google Tag Manager, Meta Pixel, Canva, WhatsApp Business Marketing, Email Marketing, AI-Assisted Content Creation

WORK EXPERIENCE

Digital Marketing Executive

Sken LLP, Kerala, India | July 2026 – Present

- Execute digital marketing activities aligned with business objectives, target audiences, and campaign goals.
- Conduct keyword research, competitor analysis, and on-page SEO activities to improve website visibility and organic search performance.
- Support social media content planning, audience engagement, and online brand positioning across digital platforms.
- Monitor website and campaign performance using relevant analytics to identify optimization opportunities.
- Contribute to lead generation, content optimization, and digital campaign strategies to strengthen online presence.

Performance Marketing Intern

Burj Buzz, Dubai, UAE | June 2026 - Aug 2026

- Supported paid media planning by understanding client objectives, defining campaign KPIs, and identifying relevant target audiences.
- Conducted audience research for Meta Ads campaigns to refine targeting and identify opportunities to improve cost efficiency.
- Assisted with campaign setup, launch, monitoring, and live optimization across paid media activities.
- Reviewed campaign performance dashboards in Meta Ads Manager to track key metrics, including cost per click (CPC), conversion rates, and return on ad spend (ROAS).
- Supported A/B testing of ad creatives, copy, audience segments, and landing-page approaches to evaluate campaign performance.
- Contributed to ad copy and creative optimization to improve campaign relevance and audience engagement.
- Assisted with performance reporting, analysis to identify optimization opportunities & inform campaign decisions.

Software Engineer (Full Stack Developer)

Baabte System Technologies Pvt. Ltd., Calicut, India | August 2024 – October 2025

EDUCATION

GCC Digital Marketing Program (KHDA – Dubai Certified) | Skill Mount Academy | Feb 2026 – Present

Bachelor in Computer Applications (BCA) | Calicut University | 2023

CERTIFICATION

Advanced Training Course in Digital Marketing – 180 Hours, KHDA-Dubai Approved