

MUHAMMED JASIM KV

DIGITAL MARKETING SPECIALIST

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Digital Marketing Specialist with 2+ years of hands-on experience in SEO, paid advertising, social media marketing, WordPress, and eCommerce management. Experienced in delivering performance-driven campaigns and website solutions that improve lead generation and ROI. Strong analytical and creative skills with a practical, results-focused approach.

AREA OF EXPERTISE

Social Media Marketing
WordPress & Shopify

SEO
Meta Ads & Google Ads

Ecommerce Management
Campaign Management

PROFESSIONAL EXPERIENCE

Digital Marketing Lead

April 2025 - Present

Million Ads (Kannur)

- Delivered SEO, social media marketing, Meta Ads, Google Ads, and website services for multiple clients
- Planned and optimized paid advertising campaigns to improve lead generation and ROI
- Managed WordPress websites, including content updates, SEO improvements, and performance optimization.
- Coordinated with clients for campaign execution, reporting, and digital strategy planning

Digital Marketing Executive / Social Media Manager

Nov 2023 - Dec 2024

Shahzadi Lawn (Kannur)

- Managed eCommerce website operations including product listings, pricing, categories, and SEO
- Executed social media campaigns, paid ads, and influencer marketing initiatives
- Improved traffic, engagement, and online brand visibility

Junior Digital Marketing Executive

May 2023 – Nov 2023

Nikshan Electronics (Kannur)

- Supported SEO tasks, including content planning and on-page improvements
- Handled eCommerce product listing, updates, and overall product management
- Assisted with website maintenance and online brand promotion initiatives

EDUCATION

Bachelor of Arts in English (Distance Education)

Ongoing

Manonmaniam Sundaranar University

Diploma in Digital Marketing

2023

G-Tec Computer Education

NCVT Electrical

2020-2022

Govt ITI Kannur

CERTIFICATIONS

- Digital Marketing Certification – HubSpot Academy
- Digital Marketing Certification – G-Tec Computer Education

ADDITIONAL INFORMATION

- Languages:** English, Malayalam, Hindi
- Portfolio available at: jasimdigital.in
- Tools: Google Ads, Meta Ads Manager, Google Search Console, WordPress, Shopify & related tools