

# MOHD UMAR KHAN

## Digital Marketing Executive

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### Summary

#### AI - Enabled Digital Marketing Executive | Performance Marketer

Results-driven Digital Marketer with expertise in SEO, Google Ads, lead generation, website design, social media, and email marketing. Skilled in optimizing rankings, running high-performance ad campaigns, and driving brand engagement. Specialized in lead generation for IEC Code and business services

### Experience

#### Shama Travels

##### Digital Marketing Consultant (Freelance)

Delhi

05/2025 - 12/2026

- Managed social media optimization for brand visibility and engagement
- Executed cold email and DM outreach campaigns for high intent leads <https://ieccodes.com>
- Generated 80 to 95 qualified leads per month
- Improved conversion rates through data analysis and CRO strategies

#### Certificate Bazar

##### Digital Marketing Executive

Delhi

03/2024 - 04/2025

- Created and optimized landing pages to reduce CPL and improve conversion rates
- Managed IEC Code lead generation campaigns through Google Ads
- Achieved over 30 to 40 leads per month with consistent ROI
- Lead generation, performance marketing, CPC, CTR, ROI reporting, and CRO
- Website development, designed and launched
- Used WordPress and Elementor for SEO friendly and responsive design

#### Online Strikers

##### Search Engine Optimization Intern

Delhi

01/2024 - 03/2024

- Worked on Prithvee Real Estate website, <https://prithvee.com>
- Optimized SEO friendly website pages to improve organic visibility
- SEO strategy, on page optimization, keyword research, and technical SEO
- Organic traffic growth and performance reporting

### Skills & Tools

- Google Ads & PPC** - Campaign Strategy, Bid Optimization, Conversion Tracking
- SEO & Analytics** - Google Analytics GA4, Google Search Console, Keyword Research, On-Page SEO
- Web Design & Development** - WordPress, Elementor, SEO Optimization, Website Performance Tracking
- Social Media & Paid Ads** - Facebook & Instagram Ads, Content Strategy, A/B Testing
- Marketing Tools** - Google Tag Manager, Email Marketing, WhatsApp Marketing

### Education

Delhi Institute of Digital marketing  
Masters in Digital Marketing

06/2023 - 01/2024

Delhi University Sol  
B.A Programme

10/2021 - 03/2024

### Certification

Digital Marketing

Focused on mastering Digital Marketing for deep insights into user behavior Form

Delhi Institute of Digital Marketing

SEO Intern

In this internship, you'll gain valuable experience in the ever-evolving world of Search Engine Optimization (SEO)

Online Strikers