

Zuber malik

Digital Marketer

HOBBIES

- ♦ Traveling
- ♦ Playing cricket
- ♦ Active on social media

TOOLS USED

- ♦ KEYWORD FINDER
- ♦ KEYWORD.IO
- ♦ UBERSUGGEST
- ♦ MOZ
- ♦ GOOGLE ANALYTIC
- ♦ GOOGLE WEBMASTER
- ♦ GOOGLE KEYWORD PLANNER
- ♦ GOOGLE TREND
- ♦ SCREAMING FROG
- ♦ ANSWER THE PUBLIC
- ♦ YOAST SEO
- ♦ GTMETRIX
- ♦ AND MANY MORE..

OBJECTIVE

- To enhance my professional skills in a dynamic and stable workplace.
- Work for an organization which provides me the opportunity to improve my skills and knowledge to growth along with the organization objective.

EDUCATION

Year	EDUCATION	UNIVERSITY
2020	B.A (Pursuing)	Open Learning (DU)
2017	Intermediate	N.I.O.S Board
2015	High School	U.P Board

CERTIFICATE

CERTIFICATES FROM DIGIPERFORM

- ♦ Certification in digital marketing executive course
- ♦ Certification in digital marketing consultant course

KEY COMPETENCIES

- ♦ Responsible for working with the clients and understanding their requirements
 - ♦ Working with the development team in customizing landing pages and the flow of information
 - ♦ Learn new technologies and keeping abreast of markets developments
 - ♦ Have creativity and imagination
 - ♦ Adaptable and able to pick up new techniques
 - ♦ Thorough and precise
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MICROSOFT OFFICE

- ◆ MICROSOFT OFFICE WORD
- ◆ MICROSOFT OFFICE EXCEL

LANGUAGES KNOWN

- ◆ HINDI
- ◆ ENGLISH
(SPOKEN & WRITTEN)

CONTACT INFORMATION

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SPECIALIZATIONS

- **SEARCH ENGINE OPTIMIZATION:** On page & Off page SEO, Site Optimization
 - **GOOGLE ANALYTIC:** Real Time Data Site Optimization
 - **WORDPRESS:** Site Creation with Attractive Images and Content
 - **CANVA:** Creation of Attractive Relevant Content for Business
 - **EMAIL MARKETING:** Bulk Emailing
 - **SOCIAL MEDIA ADS:** Facebook Ads, Twitter Ads, LinkedIn Ads, Instagram Ads
 - **GOOGLE Ads:** Google Campaign Ads for Business
 - **BING Ads:** Campaign Creation and Monitoring
 - **CAMPAIGN CREATION:** To Get Traffic and Conversion from Inorganic Medium
 - **VIDEO MARKETING:** YouTube, PowToon.
 - **LOGOMAKING :** logo creation for business and site
 - **SOCIAL MEDIA OPTIMIZATION:** Real Time Data Optimization of Social Media Pages.
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