MD ABDUL ALLAM

DIGITAL MARKETER

CONTACT

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See My Career Arc

What I've Been Cooking

SKILLS

- Google Ads
- Meta Ads
- SEO (On-Page, Local, Off-Page, Technical)
- Website Development (WordPress, Shopify, Replit, Lovable, Emergent)
- Google Analytics
- Google Search Console
- Google Tag Manager
- Meta Pixels
- Canva Design
- CapCut Video Editing
- YouTube Optimisation
- Social Media Management
- Google Sheets & Google Forms
- AI Tools
- WhatsApp Marketing
- CorelDRAW
- LinkedIn Ads
- WhatsApp Automation (AiSensy, Wati, Interakt, etc.)

PROFILE

Digital marketing professional with hands-on experience specializing in Meta Ads and Google Ads, Local SEO, Google Business Profile optimization, WordPress website development, and social media management. Experienced in resolving account issues, improving search visibility, and driving consistent conversions through data-driven strategies. Seeking to contribute to a performance-focused marketing team.

WORK EXPERIENCE

Shreya Hearing Clinic — APRIL 2026 - PRESENT

Digital Marketing Specialist

- Planned, executed, and optimized Google Ads campaigns to generate quality leads for hearing assessments, hearing aid consultations, and clinic appointments.
- Managed and optimized Meta Ads (Facebook & Instagram Ads) campaigns for brand awareness, lead generation, and patient engagement.
- Set up Meta Pixel integration and created custom Meta events to track user actions and improve ad targeting accuracy.
- Implemented conversion tracking across campaigns using a dedicated tracker for every conversion, ensuring accurate measurement of leads and appointments.
- Configured and managed Google Tag Manager to streamline tracking tag deployment across the website.
- Used Google Analytics to monitor website traffic, user behavior, and campaign-driven conversions.
- Utilized Google Search Console to monitor site health, indexing, and search performance, improving organic visibility.
- Managed Google My Business (GMB) profile and implemented local SEO strategies to boost local search rankings and clinic visibility.
- Handled complete YouTube channel management, including content planning, video uploads, playlist organization, and performance monitoring.
- Performed YouTube SEO optimization by researching keywords and optimizing titles, descriptions, tags, and thumbnails to improve video rankings and organic reach.
- Created and scheduled social media content across Facebook, Instagram, and YouTube, maintaining consistent brand communication.
- Designed promotional creatives, posters, reels, and short-form video content using Canva and CapCut.
- Monitored campaign performance using Meta Ads Manager, Google Ads, and YouTube Analytics, implementing data-driven improvements.
- Improved online visibility and patient inquiries through strategic digital marketing initiatives, local SEO, and content optimization.

Scrollerbase Interactive Pvt Ltd — FEB 2024 - MARCH 2026

Digital Marketing Executive

- Created high-converting YouTube thumbnails and social media creatives to improve reach, engagement, and click-through rates.
- Managed multiple brand accounts simultaneously
- Used Metricool analytics to track performance and optimise content posting strategies.
- Executed influencer marketing campaigns, coordinating with creators for brand promotions and content collaborations.
- Maintained brand consistency across Instagram, Facebook, and YouTube platforms.
- Collaborated with the design and content teams to plan monthly content calendars aligned with brand campaigns and seasonal trends.
- Conducted competitor and market research to identify trending content formats and improve creative strategy.
- Assisted in paid social media campaign planning and budget allocation to maximise ROI on ad spend.
- Analysed post-campaign performance reports and presented actionable insights to improve future content strategy.
- Coordinated with clients to understand brand requirements and translate them into effective social media content.

EDUCATION

PGCP in Digital Marketing & Ecommerce Marketing
Digital Academy 360 | July 2026 – Present

MBA
Finance & HR | JNTU Anantapur, AP

B.com (Computer Application)
Yogi Vemana University (Kadapa, AP)

LANGUAGES

- English
- Telugu
- Hindi
- Urdu

FREELANCE PROJECTS

Maestro Car Detailing

- Redesigned the company website to improve user experience and lead capture.
- Planned and executed Google Search Ads and YouTube Ads campaigns to drive qualified leads.
- Managed Meta Ads (Facebook & Instagram) for brand awareness and lead generation.
- Handled ad budget planning and allocation across Google, YouTube, and Meta campaigns.
- Wrote ad and website content to support campaign messaging and conversions.
- Developed and refined ad strategies based on campaign performance data.
- Implemented conversion tracking and analytics setup to measure lead quality and campaign ROI accurately.

D Maruthi Driving School

- Managed and resolved Google Business Profile (GMB) suspension, shadow ban, and fraud flag issues by identifying policy violations and coordinating with Google Support, restoring full account trust.
- Led local SEO and GMB optimization, improving branch rankings from 9th to Top 1–2 and 14th to 3rd position, and increasing GMB profile strength from 75% to 100%.
- Restored GMB contact visibility, ensuring phone numbers and WhatsApp integrations were live for improved lead generation and customer engagement.
- Handled Google Ads account recovery, resolving an internal account pause with support from a Google Ads Advisor, and successfully relaunched campaigns.
- Planned, executed, and optimized Google Ads campaigns, generating 2–3 conversions per day through continuous monitoring and performance improvements.
- Performed website SEO (on-page & basic technical), achieving first-page rankings and managing website cleanup, unused URL removal, and SEO hygiene.
- Integrated Google Analytics, Google Search Console, and Google Sites to track performance and improve website visibility.
- Designed and coordinated digital creatives, including posters, brochures, and video ads, for organic marketing and paid campaigns.
- Executed and managed Meta Ads (Facebook & Instagram) for brand awareness and lead generation.
- Coordinated end-to-end digital marketing operations independently, including strategy, execution, optimization, reporting, and stakeholder communication.
- Generated leads through website, GMB, Google Ads, and social media, supporting consistent inquiry flow despite the absence of formal CRM tracking.

Pride Audiology CDC

- Developed and launched the company website from the ground up, managing the complete end-to-end development process.
- Created and published SEO-optimized blog content to strengthen topical authority, improve keyword rankings, and drive organic traffic.
- Implemented comprehensive On-Page, Technical, and Local SEO strategies to improve search visibility and organic performance.
- Optimized and managed Google Business Profile (GMB) to enhance local search visibility, improve rankings, and increase customer discovery.

Cloudamy

- Designed and developed a learning-platform-style website
- Revamped the existing YouTube channel (branding/layout refresh)
- Created custom thumbnails for videos to boost click-through rates
- Applied SEO optimization across the channel/content for better discoverability

Beyond Box Gifting

- Redesigned and revamped the website to improve its overall look, usability, and user experience.
- Implemented on-page SEO optimization to improve search visibility and website structure.
- Optimized website content, headings, meta elements, and page structure for better SEO performance.

Maruf International

- Designed and developed the company website from the ground up.
- Created and structured website pages based on the company's business requirements.
- Focused on a clean, professional, and user-friendly website experience.