



# SAJJAD DA

## DIGITAL MARKETING SPECIALIST

WEB DESIGNING • GRAPHIC DESIGNING

### ABOUT ME

I work as a Digital Marketing Specialist at Technorays Digital Media, an agency based in Ernakulam. Our specialization lies in offering a comprehensive range of digital services. In my role, I focus on optimizing and ranking client websites, conducting thorough site audits to ensure they meet the highest standards of performance and SEO. It's a dynamic environment where I leverage my skills to effectively help businesses achieve their digital marketing goals.

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### TOOLS

- SEMRush & Ahref
- Google keyword planner
- Google Analytics
- Google Tag Manager
- Facebook Business
- Wordpress

### SOFTWARE SKILLS



## WORK EXPERIENCE

**JUNIOR DIGITAL MARKETING SPECIALIST**  
TECHNORAYS DIGITAL MEDIA PVT.LTD | KALOOR , KOCHI

### OVERVIEW

Working as a Junior Digital Marketer in Technorays Digital Media a Dubai-based Digital Marketing Agency in Ernakulam which provides various digital services to B2B and B2C clients all over Dubai. Optimized and ranked different websites for clients and made site audits for the same.

### WHAT I DO

- Created site audit reports, monthly ranking, and conversion reports.
- Selected and planned keywords that got more traffic.
- Integrated analytics and google tag manager for getting more and accurate information.
- Audited and cleared site errors using site audit tools and manual auditing techniques.
- Coordinated with senior staff, web developers, and designers to make the site more attractive and to reduce bounce rates.
- Created social media accounts and implemented various social media techniques.
- Edited and written site contents and blogs that are SEO friendly and more user-readable.

## SKILLS & EXPERTISE

### Digital Marketing

Search Engine Marketing (SEM): Google Ads Campaign  
 Search Engine Optimization (SEO): On Page SEO & Off Page SEO etc.  
 Social Media Marketing (SMM): All Paid Promotions - Facebook & Instagram Lead Generation etc  
 Web Analytics | Email Marketing | Content Marketing | Blog etc

### Web Designing & Graphic Design

Web Page Designing | HTML5, CSS3  
 Bootstrap | Web Hosting | Domain Registration  
 Webmail | Outlook Configuration | Poster Design | Wordpress



## PERSONAL SKILLS

- Self Motivated
- Teamwork
- Strong written and verbal communication
- Able to see the big picture
- Strong organization
- Language expertise



## PERSONAL DETAILS

Nationality : Indian  
 Date Of Birth : 29 july 1995  
 Marital Status : Single  
 Interest : Travelling  
 Hobbies : Movies



## LANGUAGES KNOWN

- ENGLISH
- MALAYALAM
- TAMIL



## REFERENCE

SALEESH SN  
 DIRECTOR  
 Technorays Digital Media Pvt.Ltd  
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## ONGOING PROJECT- SEO KEYWORD RANKING

WEBSITE	KEYWORD	RANK
www.khaleejtoys.com	online toy store wholesale services in dubai	1
www.khaleejtoys.com	wholesale toys shop in dubai	1
www.khaleejtoys.com	wholesale toys online in dubai	1
www.khaleejtoys.com	customized toys uae	1
www.horizonelect.com	Best electronics repair services in UAE	1
www.horizonelect.com	Electronic drive repair services in UAE	1
www.horizonelect.com	Best CNC board service company	1

## EDUCATIONAL QUALIFICATIONS

YEAR 2013 - APRIL 2016  
**BA (BACHELOR OF ARABIC)**  
**COURSE COMPLETED NOT PASSED**  
 MAHARAJAS COLLEGE ERNAKULAM

YEAR 2011-2013  
**SNHSS SREEKANDESWARAM**  
 POOCHAKKAL,CHERTHALA,ALAPPUZHA

YEAR 2011  
**SSLC**  
 SNHSS SREEKANDESWARAM  
 POOCHAKKAL,CHERTHALA,ALAPPUZHA

## TECHNICAL QUALIFICATIONS

YEAR 2023-2024  
**ADVANCED DIGITAL MARKETING TRAINING**  
 METAHASH DIGITAL MEDIA LLP, KALOOR, KOCHI

## DECLARATION

I **SAJJAD DA**, here by declare that the information contained here is true and correct to the best of my knowledge and belief.

Place:.....

Date: .....

**SAJJAD DA**