

FAROOQ SYED

UNIT LEAD (ASSISTANT MARKETING MANAGER)

EXPERIENCE

2019

Crimson Interactive 3rd June 2019 till present
Unit Lead (Assistant Marketing Manager)

- Develop and execute Email content strategy for assigned Regions
- Manage an increasing Performance budget, optimize and scale campaigns against tight granular KPIs
- Execute SEM (across bidding, ad copy and landing page optimization) and Paid Social campaigns (across Facebook, Instagram, Twitter)

2018

FINLABS INDIA PVT LTD 23rd April 2018 till June 2019
Assistant Performance Marketing Manager

- Driving the strategy and operative management of channels like paid search, social ads, display, and affiliate marketing
- Report channel performance weekly to the customer support team and account management, forecast monthly response volume and budgets
- Manage, set up, execute and analyze a portfolio of paid media campaigns with the goal of driving cost-effective, high quality leads while managing to a budget and KPI
- Regularly review and manage key marketing strategies with Google, Facebook, etc

2017

ASCENT WORLD PVT LTD AUGUST 2017 - 13th April 2018
DIGITAL MARKETING MANAGER

- Create AdWords campaign on a monthly basis for the international market with a budget of 100,000 INR and a CTR of 3.5%
- Perform quora marketing and 5% of leads come through it
- Create campaigns on Facebook and LinkedIn and generate leads through the lead forms.
- Plan and manage the budget of Digital marketing campaign, creating detailed reports.

2015

ABDUL KARIM YAHYA MUNSHI EST SMARTTERS.COM
7 NOVEMBER 2015 - 10 FEB 2017

- **Digital Marketing Executive**
- Tasked to create a website and make it SEO friendly and weekly update the product details
- Actively involved in SEO efforts (keyword, image optimization etc.)

2014

JEDDAH INTERNATIONAL AIRPORT JANUARY 2014 - NOVEMBER 2015
PROJECT ENGINEER

- Ensuring construction QA/QC processes are being implemented at site.
- Coordination with main contractor and subcontractors to ensure completion of work as per approved shop drawing

CERTIFICATION

- Hubspot Email Marketing Certified valid till March 2021
- Hubspot Inbound Marketing Certified valid till March 2021

EDUCATION

2012

JNT UNIVERSITY
B.TECH IN ELECTRONICS AND COMMUNICATION

CONTACT

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SKILLS

- Seo and Google Analytics
- Google Adwords
- Keywords Research
- A/B Testing
- Facebook Marketing