

SHEIK NAVAJ

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SUMMARY

Dynamic Digital Marketing Executive with a proven track record of driving significant growth in social media engagement and website optimization. Skilled in developing and executing data-driven marketing strategies that boost brand visibility and customer engagement. Experienced in leveraging a wide range of digital tools and platforms, including SEO, SMO, and AI-based solutions, to enhance productivity and deliver measurable results. Adept at managing content creation, website design, and cost optimization, with a focus on continuous improvement and innovation. Proficient in a diverse array of tools, including Semrush, Canva, and Google Analytics, with hands-on expertise in all domains of Digital Marketing.

EXPERIENCE

Digital Marketing Executive

K9 Investments

June 2024 - Present, Visakhapatnam

- **Managed** all social media platforms and content creation, aligning strategies with employer needs. Increased impressions from non-followers by 206% over the last three months.
- **Designed** and optimized a Wix website, positioning 10 organic keywords—a 266% increase—while improving website health by 8% according to Semrush statistics.
- **Developed** a new business website for alternative strategies without prior experience in website design. [View the website.](#)
- **Created** article content using long-tail keywords tailored to business needs and user interests, utilizing tools like ChatGPT, Bypass.ai, Semrush, Google Keyword Planner, AIPRM Extension for ChatGPT, and Gemini.ai.
- **Minimized** company operational costs by 25,000 rupees by handling poster creation and uploading tasks personally during work hours.
- **Enhanced** work efficiency by researching and integrating AI and productivity tools, such as InVideo.ai for video generation and AIPRM for ChatGPT, into daily workflows.
- **Produced** various content and documentation using tools like Canva, Google Sheets, and Excel.
- **Proficient** in SEO, SMO, content creation, AI tool adaptability, and am currently learning Google Ads and Meta Ads.

Tools: Canva, Google Sheets, Excel, Wix, WordPress, Google Search Console, Google Analytics, InVideo, Meta Business Suite, Semrush, Ubersuggest, ChatGPT, AIPRM, Gemini.ai, Prompt Engineering, VidIQ, SE Ranking, Grammarly, Quillbot, Bypass.ai, SEO Optimizer, PageSpeed Insights, and others.

Digital Marketing Intern

Mandem IT

May 2024 - June 2024, Visakhapatnam

- **Developed and executed** social media postings that increased followers by 146% and engagement by 87%.
- **Analyzed** and reported on the success of campaigns, suggesting optimizations to enhance performance.
- **Researched** and identified new platforms and tools, such as Hootsuite, AIPRM, and InVideo.ai, to improve marketing efforts.
- **Gained** practical exposure to all domains of Digital Marketing.

PROJECTS

Comparative Analysis on the Impact of Digital Media on Various Social Networks

Mandem IT • May 2024 - June 2024

- Comparative Analysis of the Impact of Digital Media on Various Social Networks.
- During the 45-day internship, I gained valuable experience in digital marketing tactics such as SEO, social media marketing, and email marketing. Also demonstrated excellent skills in comparative analysis, content creation, and campaign management.
- The Project is actually about the comparison of digital platforms like Facebook, Instagram, Twitter, etc.

EDUCATION

MBA

Minor in Marketing • Pydah College PG Courses • Gambhiram, Boyapalem, Visakhapatnam. • 2024 • 7.5

CERTIFICATIONS

Fundamentals Of Digital Marketing

Internshala • 2023

- Certified in Understanding Basics of Digital Marketing

SKILLS

SEO, Keyword research, SMO, Content creation, communication skills, active listening, adaptability of new technology and skills,