

Mariam Mohammed

Digital Marketing Executive

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Digital Marketing Executive | SEO | SMM

Pune, Maharashtra

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Summary

A dedicated Digital Marketing Executive with over 2 years of experience in SEO, social media management, and content strategy. Skilled in handling multiple brands, influencer collaborations, and data-driven marketing. Holds a Bachelor's degree in Business Administration with a focus on Digital Marketing and is currently pursuing a Master's in Business Administration (MBA) at Amity University Online. Well-versed in HTML and CSS for website audits and technical SEO improvements. Experienced in running Meta, Instagram, and LinkedIn ad campaigns, and using strategies to grow social media engagement organically. Passionate about using digital tools to improve brand visibility and business growth.

Experience

Buzztag Media Pvt Ltd / Digital Marketing Executive

October 2023 - PRESENT, Pune

- Led SEO initiatives, overseeing three projects.
- Conducted weekly SEO audits and off-page SEO strategies.
- Performed keyword research and optimized SEO-friendly content.
- Implemented on-page SEO, off-page SEO, and technical SEO best practices.
- Analyzed data from Google Analytics 4 (GA4) and Google Search Console (GSC) to optimize performance.
- Utilized SEO tools like Moz, SEMrush, Majestic, and Screaming Frog for keyword analysis, backlink tracking, site audits, and competitive analysis.
- Applied basic HTML and CSS knowledge to conduct website audits and recommend improvements for SEO.
- Developed and managed social media strategies for various brands.
- Created and maintained a structured social media content calendar.
- Executed influencer outreach and collaborations.
- Managed social media accounts across platforms.

Buzztag Media Pvt Ltd / Digital Marketing Executive Intern

June 2023 - September 2023, Pune

- Managed daily postings for 11 brands across different social media platforms.
- Daily 25 Backlinks
- Developed and implemented brand and content strategies.
- Created social media calendars to align with brand messaging.
- Conducted influencer outreach and engagement campaigns.
- Wrote creative and SEO-friendly blogs to enhance brand storytelling.
- Coordinating with clients

FFAPR / Social Media Manager Intern

February 2022 - May 2022, WFH

- Conducted data analysis for social media performance.
- Developed and executed social media strategies.
- Managed various social media channels to optimize engagement.

Pawscare Animal Rescue / Social Media Intern

February 2022 - May 2022, WFH

- Designed and posted engaging social media stories.
- Brainstormed content ideas to boost audience engagement.
- Implemented strategies to enhance social media presence.

Education

Amity University Online / MBA

AUGUST 2024 - Currently Pursuing

Focused on advanced business strategies, marketing analytics, and leadership development to enhance digital marketing expertise

Ajeenkya D.Y. Patil University / Bachelor's in Business Administration

January 2020 - January 2023, Pune, Maharashtra

Specialized in Digital Marketing & Social Media, gaining expertise in SEO, social media strategies, branding, and consumer engagement. Hands-on experience in campaign management and content optimization.

Ebenezer International School Bangalore / IBDP

2016 - 2020, Bangalore, Karnataka

Developed critical thinking and problem-solving skills with a strong foundation in business and digital communications.

SKILLS

- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Google Analytics & Data Analysis
- Instagram & Meta Ads
- Content Strategy & Writing
- Influencer Marketing & Outreach
- Brand Development & Management
- Email Marketing/ Mailchimp
- On-Page SEO, Off-Page SEO & Technical SEO
- Data Analysis (GA4, GSC)
- SEO Tools (Moz, SEMrush, Majestic, Screaming Frog)
- Basic HTML & CSS for Website Audits
- Running Paid Ads (Meta, Instagram, LinkedIn)
- Organic Social Media Growth Strategies
- Creative & SEO-Friendly Blog Writing

CERTIFICATIONS

- Digital Media and Marketing Strategies (with Honors) - Coursera
- Think Outside The Inbox: Email Marketing - Coursera
- Analyze Website Visitors with Google Analytics Segments - Coursera
- Digital Business Models - Coursera
- Custom Reports in Google Analytics - Coursera
- Innovation for Entrepreneurs: From Idea to Marketplace - Coursera
- Foundations of Digital Marketing and E-commerce - Coursera
- Structure: Building The Frame for Business Growth - Coursera
- Google Digital Marketing Certification

