



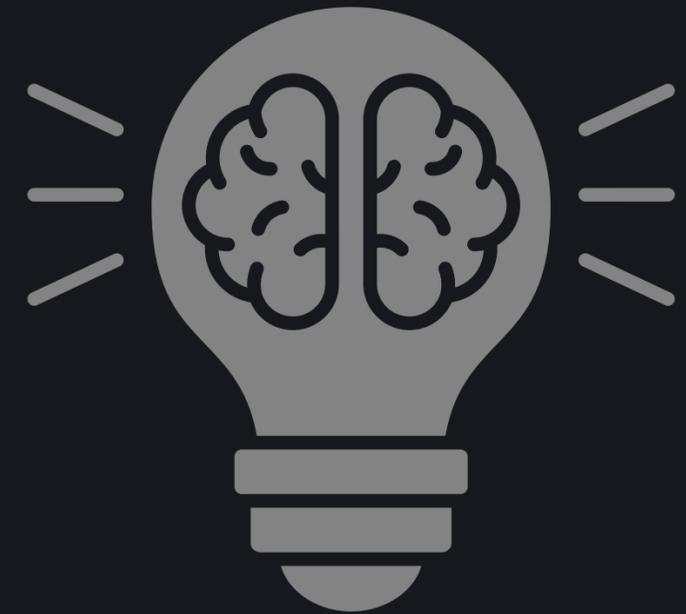
# MOHAMMED SAHIL

DIGITAL MARKETING EXECUTIVE | PERFORMANCE & GROWTH MARKETING

I help brands grow online through thoughtful digital strategy, creative execution, and performance-focused marketing across multiple channels

# SKILL & EXPERTISE

- META ADS & GOOGLE ADS (LEAD GENERATION, CONVERSIONS)
- CAMPAIGN STRATEGY, FUNNEL & LANDING PAGE OPTIMIZATION
- SOCIAL MEDIA STRATEGY & CONTENT PLANNING
- SEO (KEYWORD RESEARCH, ON-PAGE & OFF-PAGE)
- ANALYTICS, REPORTING & KPI TRACKING
- TOOLS: META BUSINESS MANAGER, GOOGLE ADS, GA4, CANVA,



# SKILLS IN



Google Ads



Google Analytics



META



LINKED IN



SHOPYFY



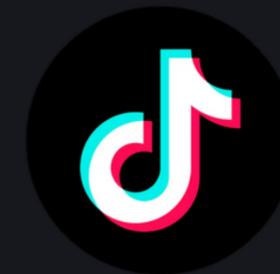
CANVA



WORDPRESS



ADOBE PHOTOSHOP



TIKTOK



SNAPCHAT

# EDUCATION

## **DIPLOMA IN ADVANCED DIGITAL MARKETING**

SKILMOUNT MANAGEMENT TRAINING CENTER L.L.C

DUBAI,UAE 05/2025 – 08/2025

## **BACHELOR OF ARTS – BA IN ECONOMICS**

CALICUT UNIVERSITY

07/2017 – 03/2020

## **HIGHER SECONDARY DIPLOMA IN COMMERCE & CA**

CPPHM HIGHER SECONDARY SCHOOL

06/2015 – 03/2017

# EXPERIENCE

## **EPIC VENTURE**

DIGITAL MARKETING EXECUTIVE (INTERN)

ABU DHABI | JUN 2025 – AUG 2025

- MANAGED GOOGLE ADS & SOCIAL CAMPAIGNS
- ACHIEVED 60,000+ CONTENT VIEWS IN ONE MONTH
- REDUCED CPC & IMPROVED CTR VIA OPTIMIZATION
- REELS CONTRIBUTED 42.1% OF TOTAL ENGAGEMENT

## **BRANDWAVE MARKETING LLC**

DIGITAL MARKETING EXECUTIVE

DUBAI | JUL 2024 – JUL 2025

- EXECUTED GOOGLE ADS, SOCIAL & EMAIL CAMPAIGNS
- MANAGED CONTENT CALENDARS & CLIENT REPORTING
- OPTIMIZED CAMPAIGNS BASED ON PERFORMANCE DATA

# PROJECT SHOWCASE

# PERSONAL PORTFOLIO WEBSITE

Designed and developed a responsive WordPress portfolio website to present my digital marketing experience, skills, and projects. Focused on clean UI, structured content, and SEO-friendly design to support personal branding and professional visibility.

**Tools & Platform:** WordPress, Elementor, Canva

**Focus Areas:** Personal branding, UX structure, SEO-friendly content, professional presentation.

[www.sahildigi.com](http://www.sahildigi.com)



# Meta Ads

participated in Planning and managing Meta Ads campaigns across Facebook and Instagram with a focus on lead generation, engagement, and brand visibility. Worked on audience targeting, creative testing, and campaign optimization to improve performance metrics such as reach, CTR, and cost efficiency. Campaigns were continuously monitored and refined based on data insights to achieve consistent and measurable results.

Ad sets | Grow Learn (9637497989...) | Updated just now | Discard Drafts | Review and publish (5)

Search by name, ID or filters

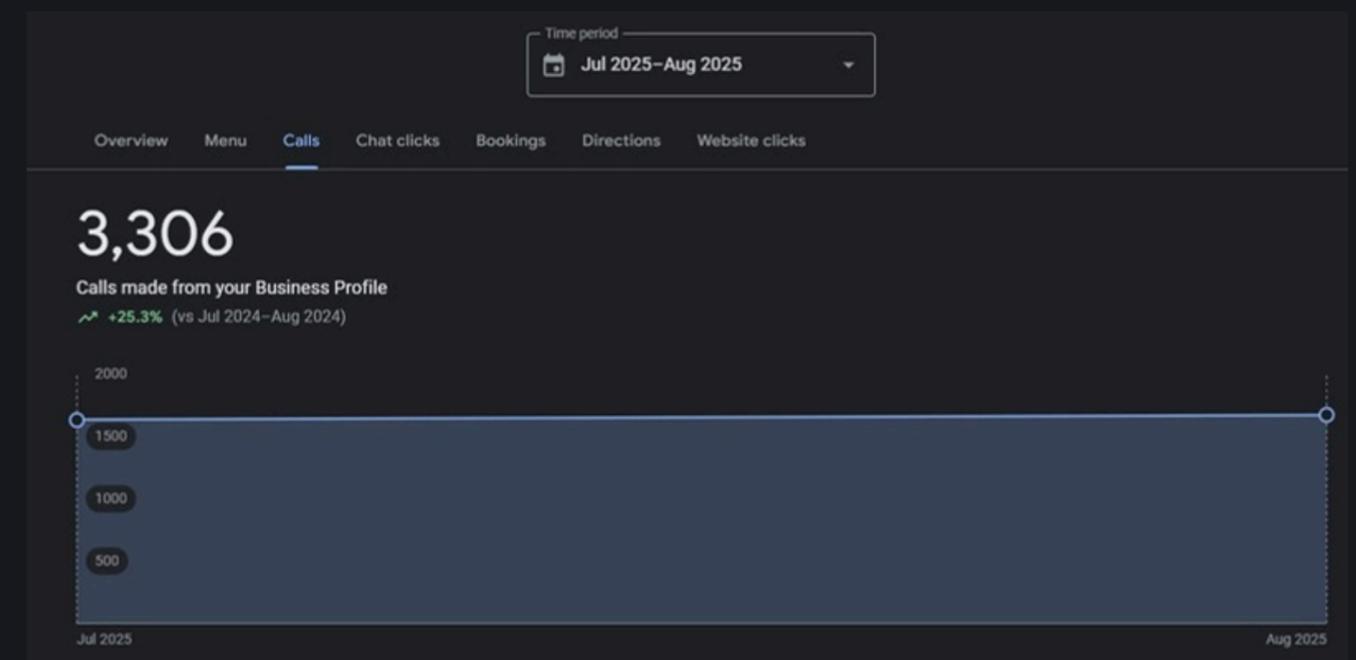
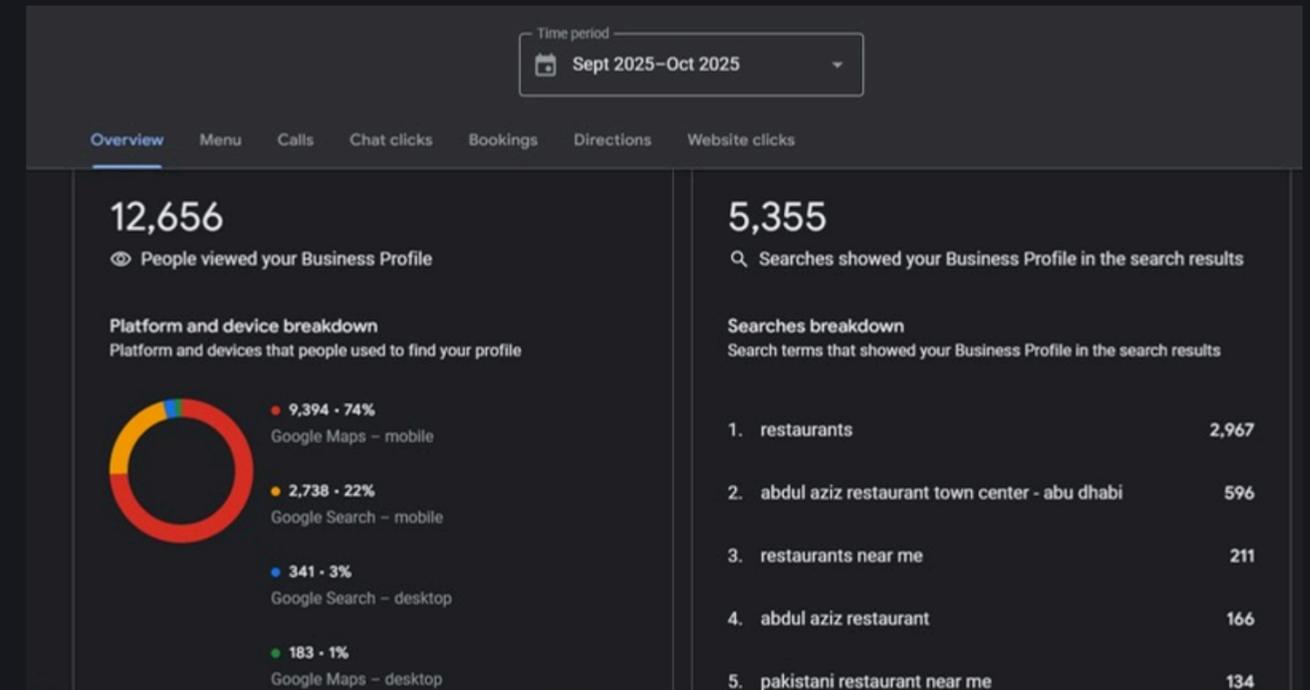
Off/On | Ad set | Last significant edit | Attribution setting | Results | Reach | Impressions

Off/On	Ad set	Last significant edit	Attribution setting	Results	Reach	Impressions
<input checked="" type="checkbox"/>	New Engagement ad set	₹800.00 Daily	—	—	—	—
<input checked="" type="checkbox"/>	Hr exe July Hermya ad 2	₹150.00 Daily	7-day click or 1-day view	Messaging conversations started	8	11,739
<input checked="" type="checkbox"/>	Hr exe July Hermya ad	₹150.00 Daily	7-day click or 1-day view	Messaging conversations started	15	11,250
<input checked="" type="checkbox"/>	July Engagement ad set	₹150.00 Daily	7-day click or 1-day view	Messaging conversations started	20	17,851
Results from 4 ad sets				Messaging conversations started	43	32,053
					Accounts Centre ac...	71,528
					Total	

<input checked="" type="checkbox"/>	Outdoor Catering Awareness campaign	Using ad set bid...	Using ad set bu...	7-day click or ...	57,387 Reach	57,387	88,632
<input checked="" type="checkbox"/>	Aug 19 Awareness campaign	Using ad set bid...	Using ad set bu...	7-day click or ...	80,729 Reach	80,729	315,194
<input checked="" type="checkbox"/>	Aziz Nizami chicken Awareness campaign	Using ad set bid...	Using ad set bu...	7-day click or ...	45,973 Reach	45,973	71,714
<input type="checkbox"/>	Instagram Traffic campaign	Using ad set bid...	Using ad set bu...	7-day click or ...	152 Profile and Page visits	2,745	4,340

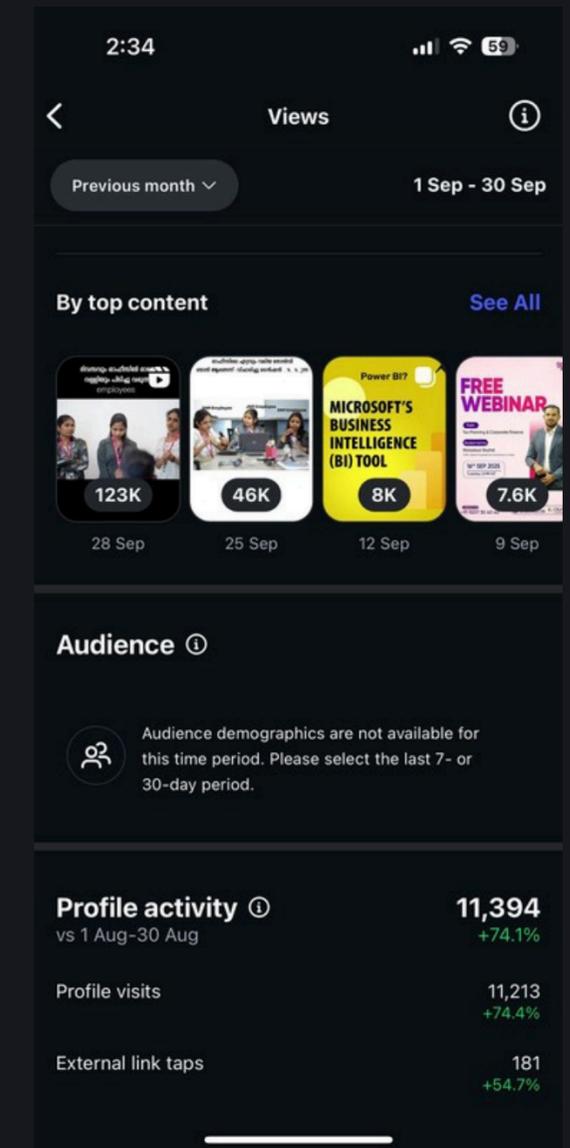
# GOOGLE BUSINESS PROFILE

- Managed and optimized Google Business Profiles to improve local search visibility
- Optimized business information, categories, and descriptions for local SEO
- Published regular posts, updates, and offers to drive engagement
- Monitored profile insights including views, searches, and customer actions
- Improved discoverability on Google Search and Google Maps
- Maintained accurate and consistent business information



# Content & Social Media Marketing

- Planned and executed content and social media strategies aligned with brand goals
- Created and managed reels, posts, and stories across social platforms
- Focused on increasing reach, engagement, and audience interaction
- Analyzed performance metrics to identify high-performing content formats
- Optimized posting schedules and creatives based on engagement insights
- Maintained consistent brand voice and visual identity across channels



# CERTIFICATION

Advanced Gcc Digital Marketing  
Skillmount Learning Center LLC

Maximize Productivity With AI Tools  
Google

Social Media Marketing  
HubSpot Academy

Digital Marketing  
HubSpot



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Dubai, UAE