

# MUHAMMAD SHAFI

## Digital Marketing Specialist

+91 9809563754

shafiham754@gmail.com

www.shafim.com

Kerala , INDIA

### SKILLS

- Digital Marketing
- Branding
- Copywriting
- SEO
- Marketing
- Story writing
- Branding
- Digital Marketing Tool

### LANGUAGES

- ENGLISH
- MALAYALAM
- HINDI

### EXPERTISE

- Google Analytics
- Canva
- Semrush
- HubSpot
- WordPress
- Google Ads

### ABOUT ME

I'm a Kerala - based digital marketer specialize in developing and executing online marketing strategies to promote products or services, enhance brand visibility, and engage customers. They leverage various digital channels, including social media, search engines, email, and websites, to reach target audiences effectively.

### WORK EXPERIENCE

Digital Marketing Intern 2024 - Present

#### Quadcubes

A digital marketer is responsible for developing and implementing comprehensive digital marketing strategies that align with business goals. Their duties include conducting market research to identify opportunities, creating and managing campaigns across various digital channels such as social media, email, search engines, and websites. They are tasked with optimizing content for SEO, managing PPC campaigns, and analyzing the performance of marketing efforts using web analytics tools.

Insurance Executive 2023- 2024

#### Daya General Hospital

Explains various insurance policies and products to potential and existing clients; guides clients in selecting coverage to best meet their needs. Suggests modifications and updates to clients existing insurance policies. Builds customized insurance policies and packages to meet clients needs.

### EDUCATION

#### Digital Marketing

CDA Kochi  
2023- 2024

#### Higher Diploma In Retail Management

Calicut University  
2021- 2022

#### B.Voc Retail Management

Calicut University  
2019- 2022