

AJMAL MUHAMMED

ajmalmuhammed030@gmail.com | +91 9789820313 | CALICUT

SUMMARY

Marketing Executive with proven experience in client handling, relationship management, and brand promotion. Skilled in building long-term client partnerships, identifying business opportunities, and executing marketing strategies to drive growth. Excellent communication and interpersonal skills with a strong focus on customer satisfaction and lead generation. 3 years of experience in digital marketing, advertising campaigns, and brand strategy. Proven expertise in managing ads (Google Ads, Meta Ads, LinkedIn), SEO, email marketing, and social media campaigns to drive engagement, leads, and conversions.

WORK EXPERIENCE

Marketing Executive, Excel Campus & Career, India **MARCH-2023 - Present**

- Planned and executed digital and offline marketing campaigns to enhance brand visibility and engagement.
- Developed and executed data-driven marketing strategies to increase student enrolment Which lead to Profit of Company.
- Increased Lead Generation by 40% through targeted social media campaigns (Facebook, Instagram, Google Ads) and local SEO strategies tailored for the education sector.
- Built partnerships with top colleges and institutions, helping the company expand its course offerings and attract more students.
- Created eye-catching graphic posters, brochures, and digital creatives that enhanced brand recognition and engagement both online and offline.

Sales Executive , Ayan Techno, Kuwait **FEB 2022- Jan 2023**

- Managed daily store operations, including inventory control, merchandising, and customer service.
- Trained and motivated staff to improve sales performance and product knowledge.
- Built strong relationships with customers, ensuring a high level of satisfaction and repeat business
- Coordinated with suppliers and distributors to ensure timely stock availability.

EDUCATION

Bachelor's Degree
Bachelor of Business Administration -Jiangnan University,
Wuxi ,China SEP-2017-JULY 2021

Higher Secondary School
Markaz English Medium School
Calicut, India. JUN-2014- MAR 2016

KEY SKILLS

- Meta Ads & Campaign Optimization
- Graphic Design (Posters, Social Media Creatives)
- Adobe Photoshop & Illustrator
- Data-Driven Marketing Strategies
- Branding & Communication

LANGUAGE

- English
- Hindi
- Malayalam
- Tamil
- Arabic (basic)
- Chinese (basic)