




# SAJEER P

Digital Marketing Executive

 [sajeerp30@gmail.com](mailto:sajeerp30@gmail.com) |  +91 9544858436 |  Tanur, Malappuram, kerala

 [LinkedIn: Sajeer p](#)

## About Me

Proven Digital Marketing Executive with a track record of developing and implementing successful strategies across **SEO, SEM, social media, and content marketing**. Adept at leveraging web analytics and data-driven insights to optimize campaigns, drive significant website traffic, generate qualified leads, and increase sales. Adept at collaborating effectively to achieve marketing goals, with a commitment to staying current with industry trends and exceeding business objectives.

## Skills

- Digital Marketing Channels: **SEO** (on-page, off-page, technical), **SEM** (Google Ads, social media ads), Social Media Marketing (strategy, content, paid advertising), Content Marketing (strategy, creation, distribution)
- Web Analytics: **Google Analytics** (reporting, analysis, goal tracking), **Google Search Console** (performance monitoring, technical SEO)
- Content Creation: Blog posts, articles, website copy, social media content (text, image, video), landing page content
- Project Leadership: Strategic planning, delegation, performance monitoring, cross-functional collaboration
- WordPress **Web Development**: Elementor page builder, plugin integration, website optimization

## Experience

### Digital Marketing Executive

MANGADAN GROUP TIRUR | December 2023 - Present

- Spearheaded the development and execution of multi-channel digital marketing campaigns, resulting in a 20% increase in website traffic, a 15% rise in qualified leads, and a 10% growth in customer acquisition within the first year.

Developed and executed multi-channel digital marketing campaigns to increase brand awareness, lead generation, and customer acquisition.

- Managed and optimized digital marketing budgets.

- Led and mentored a team of digital marketers to achieve campaign goals and optimize performance.
- Conducted in-depth market research and competitor analysis to identify opportunities and inform strategy.
- Optimized website performance through SEO, and SEM.
- Managed social media platforms, creating engaging content and building a strong online community.
- Analyzed campaign performance metrics to measure ROI and identify areas for improvement.
- Created and managed social media campaigns to engage with target audiences and promote content.
- Wrote and distributed blog posts, articles, and other content to attract and inform website visitors.
- Stayed up-to-date on the latest digital marketing trends and best practices.

### **Digital Marketing Executive**

FREELANCER - Remote, India | 2021 - 2023

- Developed and executed digital marketing campaigns for clients.
- Implemented SEO strategies leading to significant improvements in organic traffic.
- Created engaging social content, increasing followers and engagement.
- Produced blog and web content to inform audiences and improve SEO.
- Designed and launched email campaigns to generate leads and sales.

### **WordPress Web Developer**

FREELANCER - Remote, India | 2021 - Present

- Developed and maintained over 15+ websites using Elementor.
- Installed and configured themes/plugins tailored to client needs.
- Customized WordPress themes with branding and design tweaks.
- Improved page load times by 50% via optimization techniques.
- Troubleshoot site issues and provided ongoing maintenance for 5+ clients.

### **Technical Manager**

HEBRON GROUP | Sept 2020 - Feb 2023

- Oversaw software systems ensuring 99.9% uptime.
- Managed implementation of technical programs, boosting efficiency.
- Created marketing/technical content improving internal engagement.

- Designed visuals for brand-aligned projects.

### **Office Admin**

GEMSWAY VENTURES PVT. LTD. RAMANATTUKARA | Aug 2019 - Jan 2020

- Managed executive calendars, scheduling, and travel.
- Streamlined tasks and maintained filing systems.
- Handled invoice processing and improved payment collections.
- Prepared and reconciled financial statements.

### **Office Admin cum Accountant**

COLORPLANTS GARMENTS PVT. LTD. TANUR, | 2017 - Jan 2019

- Provided admin support for a team of [Insert Number].
- Maintained office records and arranged meetings/logistics.
- Processed over [Insert Number] transactions monthly.
- Prepared financial statements aligned to standards.

### **Certifications**

- Fundamentals of Digital Marketing – Google
- HubSpot Digital Marketing Certification – HubSpot Academy

### **Education**

Bachelor of Commerce, Calicut University | 2012 - 2015

### **Languages**

- Malayalam (Native)
- English
- Tamil