

Burhan Ahmed Daroga

Digital Marketer

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Skills

Keyword optimization • Management • Microsoft Office • Social Media • Search Engine Marketing (SEM) • Social Media Marketing • Google Ads • Strategic Planning • Brand development • Campaign management • Marketing and advertising • Market Analysis • Market Positioning

Experience

SUCO Technologies Pvt Ltd / Digital Marketing Executive

March- 2019 - PRESENT, Dharwad

- Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data..
- Boosted brand awareness by establishing strong web and social media presence.
- Cultivated strong client relationships and extended marketing services, driving
- Directed traffic growth strategies, including SEO, affiliate linking campaigns, content distribution, email marketing and trackbacks.
- Developed effective multi-platform marketing messages that boosted sales for company clients.
- Collaborated effectively with advertising and media specialized to boost results from strategic campaigns.
- Improved click-through rates, conversion and other important KPIs with strategic approach.

SUCO Technologies Pvt Ltd / Digital Marketing Analyst.

March - 2018 - March -2019, Dharwad

- Produced and submitted weekly reports outlining progress against KPI objectives.
- Built, implemented and updated effective SEO strategies.
- Helped clients develop website portals and social media pages to promote businesses.
- Monitored social media and online sources for industry trends.
- Optimizing and enhancing campaigns based on current trend data.
- Developed paid client ads for use on diverse social media platforms, achieving ~ 40% users per ad.

Amazwing / Co-Founder

SEPTEMBER 2016 -FEB 2018, DHARWAD

- Supported top-level decision-making and strategy planning, forging productive relationships with top leaders and serving as key advocate for various personnel issues.
- Document test plans, testing procedures, or test results.
- Created, managed and executed business plans.
- Demonstrated the app at various colleges to spread awareness and implement Marketing strategies
- Secured 10,000 users to test the app and studied customer behavior and implemented end-to-end full digital marketing strategies .
- Assisted in developing concepts with viral potential

Education

SDMCET / MBA

JULY 2017, DHARWAD

KUD/ BCA

MAY 2012, DHARWAD

Achievements

- AMAZWING

Achieved 10K users within 1 Month of the launch.

Got my startup trending on Google PlayStore.

Got Local-Media coverage, Acted as a PR for my startup

- SUCO Technologies Pvt Ltd

Catered to clients across USA and Australia

Successfully executed digital marketing campaigns for various domestic and international clients

Successfully executed hiring campaign that resulted in recruiting 500+ employees
(Testimonials on demand)

Declaration

I do hereby declare that the information provided above is true to the best of my knowledge.

Burhan Ahmed Daroga