

SHIBAN SHAIKH

DIGITAL MARKETING EXECUTIVE

Search Engine Optimization (SEO)
Meta (Facebook/Instagram) Ads
Social Media Marketing (SMM)

Search Engine Marketing (SEM)
Performance Marketing
Lead Generation

Google Ads (PPC)
Google Analytics
Keyword Research

CONTACT

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CERTIFICATIONS

- Master in AI & Performance Driven Practical Digital Marketing Training
- Graphics & Video Editing Using Canva Program
- Website Design Using Wordpress Program

SKILLS

- Search Engine Optimization (SEO)
- Wordpress developer
- Search Engine Marketing (SEM)
- Performance Marketing
- Google Analytics (GA4)
- Meta Ads Manager (Facebook & Instagram Ads)
- Content Strategy & Creation
- Conversion Rate Optimization

SOFT SKILL

- Analytical Thinking
- Communication Skills
- Time Management
- Problem-Solving
- Decision making
- Adaptability

LANGUAGES

- English
- Hindi
- Marathi



PROFESSIONAL SUMMARY

Digital Marketing Executive with 1.3 years of experience in SEO, SEM, social media, and performance marketing. Skilled in Google Ads, Meta Ads, Google Analytics, and content strategy. Proven ability to drive traffic, generate leads, and optimize ROI through data-driven digital campaigns.



WORK EXPERIENCE

Digitize Brand Hub (India) Pvt. Ltd. AUG 2024- PRESENT
Digital Marketing Executive

- Managed and optimized Google Ads and Meta Ads campaigns, achieving a 32% increase in ROAS and 28% reduction in CPL over 6 months.
- Executed comprehensive SEO strategies (on-page & off-page), resulting in a 60% boost in organic traffic and a 40% improvement in keyword rankings.
- Created high-quality blog content and marketing assets that supported a 25% uplift in website session duration.
- Launched and optimized Google Ads campaigns, improving CTR by 30% and reducing cost-per-lead by 28%.
- Used GA4, Tag Manager, and SEMrush to analyze campaign performance, generating actionable insights and delivering detailed monthly reports to stakeholders.
- Consistently enhanced lead quality by refining audience targeting and landing page experience, resulting in a 20% increase in qualified leads

Digitize Brand Hub (India) Pvt. Ltd. MAY 2024 - JUL 2024
Digital Marketing Internship

- Assisted in planning and scheduling social media posts across platforms.
- Conducted keyword research for blogs and website content.
- Designed basic creatives using Canva and participated in team brainstorming sessions.

Sutherland JUN 2022 - DEC 2022
Associate-Account-Management

- Responsible for managing consumers accounts.
- Building and maintaining strong relationships with clients

BMTG Advisors India Pvt Ltd SEP 2021 - MAR 2022

- Deciding whether borrower's loan application is approved or not
- Perform risk assessment on potential loan recipients based on credit rating, borrowing history and other specific risk factors.



EDUCATION

Master of Business Management (Marketing) 2022 - 2024
Allana Institute of Management Studies - Mumbai

Bachelor of Commerce 2018 - 2021
K.G. Joshi College Bedekar College of Commerce - Thane