

MEHBAR SHAIKH

OBJECTIVE

Extremely motivated to constantly develop my skills, confident about my ability to deliver excellent work in the field of Digital Marketing specifically Social Media Marketing and urge to grow professionally to get better every day.

HIGHLIGHTED SKILLS

Google Certification in Fundamentals of Digital Marketing

-Proficient with Adobe Illustrator, InDesign, Photoshop, Corel Draw, Canva

-Proficient with Google Analytics, Facebook Ads/Google ads

-Proficient in MS Office (Word, Excel & Power Point)

-Excellent Communication Skills

-Strong Work Ethic

CONTACT INFORMATION

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<https://www.linkedin.com/in/mehbar-shaikh>

PERSONAL DETAILS

Date of birth: 12th Sept 1994

Nationality: Indian

Languages Known: English, Hindi, familiar with Marathi

Hobbies & Interest: Drawing and Sketching

EDUCATIONAL QUALIFICATION

-MASTER'S IN MANAGEMENT (MARKETING) 2018

Allana Institute of Management Studies (Affiliated to Mumbai University)

-MASTER'S IN COMMERCE (MANAGEMENT) 2017

Mumbai University

-BACHELOR'S IN COMMERCE (2015)

WORK EXPERIENCE

SOCIAL MEDIA SPECIALIST

SYNERGY PROSALES COMPANY INTERNATIONAL

APRIL 2021- PRESENT

- Developing social media pages for inhouse brands
- Developing engaging, creative, innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages
- Monitors and develops reports on competitor activity within social media spaces
- Looking after the Art and Design perspective of the creatives taken live on the pages.
- Generating compelling and engaging social media content and ensure regular posting
- Running FB, IG, Snapchat and Tiktok Ad Campaigns
- Analyzing social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement

SR. SOCIAL MEDIA EXECUTIVE

IPROSPECT – DENTSU AEGIS NETWORK

JUNE 2021 TO PRESENT

- Overseeing social media accounts management for Finolex Pipes and Gems & Jewellery Export Promotion Council
- -Developing engaging, creative, innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages
- -Managing social media team members, including copywriters and other content creators, by overseeing their work and offering guidance or direction
- -Analyzing social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement
- -Working with other departments to develop social media timelines coinciding with new product releases, ad campaigns, or other brand messages
- -Monitors and develops reports on competitor activity within social media spaces
- -Looking after the Art and Design perspective of the creatives taken live on the pages.
- -Uploading videos on YouTube
- -Generating compelling and engaging social media content

DIGITAL MARKETING SUPPORT

CIPLA LTD

JUNE 2019 TO JUNE 2021

EXTRA-CURRICULAR ACTIVITIES

- Active participant at the International Program Committee in college
- Attended a conference and had a one-to-one conversation with Japanese businessmen holding respectable positions from well-known companies.
- Student ambassador at 'Doing Business in India' – a program for the students from Kennesaw State University, United States of America. Student ambassador in 'Study India Program' For KINGS COLLEGE LONDON.
- Student ambassador with 'TEDX GATEWAY' 2013 – worldwide event that

- Accountable for successful execution of Digital Doctor Project
- Making Google my business accounts for doctors and explaining them how they can benefit with online presence of their profile on Google.
- Generating monthly analytics of how patients are searching for the Doctors.
- Providing additional services to the doctors like, QR code for reviews, Bio flash videos, Micro site, digital visiting card, social media posts for their social media handles.
- Optimizing Doctor Profiles for better ranking in Google.
- Content marketing on multimedia channels like WhatsApp, SMS and Email.
- Engaging doctors for an exclusive service by Cipla through valuable content.
- Performing quality checks for Cipla portals.
- Curation of Creatives from Designers to engage doctors.
- Conducting webinars with doctors

CLIENT SERVICING EXECUTIVE/SEO INTERN

BC WEB WISE

SEPT 2018 TO MAY 2019

- Social Media Comp Scan for Lupin Pharmaceuticals, Wipro and Shakti Sudha Makhana
- Ensuring timely delivery of creatives with internal coordination.
- Building relationship with the clients like Kotak, Sunsil and interacting them on a daily basis.
- Keyword Research for Kotak Mahindra, Radio Nasha
- Answered on Quora by generating hyperlinks for Axis Forex, Bajaj, Nanhikali, Pediasure and Camlin.
- Prepared SEO Proposal for Radio Nasha.
- Performed Google analytics for Ensure, Nanhikali and Eternis.
- Understanding the on page and off page terminologies.
- Use of different tools in SEO like Pingdom, Domain Authority Checker. Submitted Social Book Markings for Axis forex on social sites