

Mohammed Nadeem Uddin

Digital Marketing professional

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Summary

- Professional experience in Digital marketing focused on Social Media Marketing, Google Ads and Video Editing & Marketing
- Capable of handling teams and work on implementation of end-to-end digital media and marketing stack
- Lead global Ads, YouTube Process in Google (Hyderabad) from Wipro Limited and experience working with clients across range of geographies including Chicago United States, Dubai, Riyadh and India.

Recent Clients Handled:

- HDFC (Personal Loan Department)
- Charminar Hotel
- Unique Ads Media
- Arwa Farms
- Snazzy Ice Cream
- ARZ Real Estate
- Rosy Retails
- HP Petrol Pump
- Social Media Marketing
- Video Editing & Google Ads
- Video Editing & Google Ads
- Social Media Marketing
- Social Media Marketing
- Video Editing & Marketing
- Social Media Marketing
- Video Editing & YouTube Marketing

Expertise & Certifications:

- * Experienced and certified in Web Designing & Development (WordPress)
- * Experienced and certified in Social Media Marketing
- * Experienced and certified in Google Ads
- * Experienced in Graphic Designing
- * Experienced and certified in Video Editing and Marketing
- * Experienced and certified in YouTube Ranking.

Education:

- M.B.A (Masters of Business Administration, **Gold Medallist in Marketing**) from Osmania University (2016 to 2018)
- B.com (Bachelors of Degree in Computer) from Osmania University (2013 to 2016)

Work Experience:



Founder of Coreilm Digitals (Hyderabad, India) | May 2018 – August 2021

Roles & Responsibilities:

- Create online marketing strategy and media planning with strong rationale across Search, Paid Social, Display, Video, Mobile and Retargeting channels
- Design and build websites (WordPress)
- Analysing the Websites for Ranking on google
- Implement and execute Google Ads and Social Media Marketing (SMM) campaigns.
- Develop content and marketing strategies for social media and websites.
- Skills and experience in creative content designing.
- Provide creative ideas for content marketing.
- Acquire insight into online marketing trends and keep strategies up-to-date.
- Managing a budget to be spent on promoting social media posts.
- Plan accordingly and monitor social media presence (e.g., Instagram, Facebook, Twitter, YouTube, LinkedIn, etc.)
- Launch optimized advertisements for increasing brand awareness (e.g., Google AdWords, Facebook, YouTube, etc.)
- Experience with a content management system (e.g., WordPress).
- Actively collaborate with other teams to align digital advertising campaigns with other ongoing initiatives.
- Sound knowledge of the latest digital marketing techniques as well as best practices.
- Take active part in new Business Pitches, creative concept, Media planning, and Business review meetings

VIDEOGRAPHY SKILLS:

- Operating a video camera for shooting assignments at different customer locations.
- Editing content according to suit the company's vision and guidelines.
- Properly light subjects using artificial or natural lighting.
- Prepare rough designs for approval before making the final presentation.
- Effective time management skills and the ability to meet deadlines.
- Solid experience with digital technology and editing software's (e.g., Filmora X, Premiere pro cc 2021 etc.)
- Have knowledge of photography
- Have knowledge of Photoshop
- Continuously discover and implement new editing technologies and industry's best practices to maximize efficiency.



Senior Process Associate (Digital Marketing Executive) |

Google (Hyderabad, India) |

Full Time Job from November 2017 – August 2021

Project Worked:

- 1. Google Ads**
- 2. YouTube**
- 3. Google Maps**

Roles & Responsibilities:

- Worked as a customer support for Google Ads, Providing the solution to run ads successfully
- Worked as a customer support for YouTube Skip and Discovery Ads.
- Modifying virtual data related to Google maps such as Direction, Cluster, add or remove multiple lanes
- Creating roads in multiple countries as per the country specific policies
- Implemented Large-scale of Quality improvements



Process Associate (Quality Control Analyst) |

First American India Pvt.Ltd (Hyderabad) |

Full Time Job from July 2016 – October 2017

Roles & Responsibilities:

- Performed web research for different country websites
- Involved in downloading the documents through Application
- Performed Quality Assurance work for multiple Documents
- Involved in finding errors in documents and sent to U.S.A Team
- Solving the Queries on call for U.S.A. Clients.

Hobbies and Activities:

- YouTube Content creation
- Good time management & leadership skills
- Professional marketing qualification
- Good listening and presentation skills
- Typing skills 40+WPM
- Having Friendly Demeanor

Other Information:

- Nationality: Indian.