

Mohammed Nadeem Uddin
Digital Marketing professional
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Career Summary

- M.B.A With Over 5 Years of Experience in Digital Marketing, Business Development and Customer Service.

Career Objective

- To explore global market and develop insights about consumer behavior, buying decisions and marketing optimization.

Expertise & Certifications:

- * Experienced and certified in Web Designing & Development (WordPress)
- * Experienced and certified in Social Media Marketing
- * Experienced and certified in Google Ads
- * Experienced and certified in Video Editing (Adobe Premier Pro, Filmora)
- * Experienced and certified in YouTube Ranking.

Work Experience



Senior Process Associate (Digital Marketing Unit) | Google (Hyderabad, India)

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



Freelance Content Developer through Coreilm Digitals (Hyderabad, India) | May 2018 – August 2021

Roles & Responsibilities:

- Created online marketing strategy google and Facebook along with outdoor media planning with strong rationale across Search, Paid Social, Display, Video, Mobile and Retargeting channels
- Designed, built and maintained WordPress websites for various clients
- Acquired insights about online marketing trends to keep strategies up-to-date.
- Managing a budget to be spent on promoting social media posts.
- Monitored and created reports of social media performance.
- 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.

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



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. Client

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)

Personal Information:

- Father Name: Mohammed Kaleem Uddin
- Languages: English, Urdu, Hindi, Arabic (Read Only)
- Nationality: Indian
- D.O.B: 15/05/1995
- Passport No: N9831559
- India Address: 19-4-281/M/104/B Nawab Sahab Kunta, Hyderabad India. 500053

Professional References

- Wipro Limited (Mohammed Mateen +91 9052561504)
- Freelance (Mohammed Mukarram +91 9515017555)
- First American India (Mohammed Ishaq +91 8801391575)