

SUHEB KHAN

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DIGITAL MARKETER: SOCIAL MEDIA & PAID MEDIA

Result driven Digital Marketer with 2+ years of experience leading successful multi-channel campaigns. Skilled in managing social media, Google Ads, Meta Ads, and SEO to drive traffic and brand awareness. Known for data-driven strategies that align marketing efforts with business objectives and improve ROI. Experienced in analyzing performance metrics to optimize campaigns and achieve measurable growth.

WORK EXPERIENCE

Digital Marketing Assistant, Digi Atulya

Apr 2024 - July 2024

- Executed & optimized Google Ads search campaign. Analyzed keywords, identified high performing assets, keywords, & created conversion goals for campaign effectiveness.
- Developed On-page SEO strategies which results in 15% organic traffic growth. Handled GMB (Google My Business) profile for a restaurant business, ensuring brand presence & positive reviews on google listings.
- Regularly tracked digital marketing trends and applied key insights to improve campaign effectiveness and stay competitive.

Digital Marketing Manager, Brew My Idea (Mumbai- Remote)

Mar 2023 - Mar 2024

- Led an Instagram growth strategy for an entertainment platform, utilizing a content calendar and engagement tactics such as polls, community management and Q&A sessions.
- Increased a cosmetics brand's followers from 900 to 3.2k and boosted engagement by 30% through effective growth strategies.
- Worked closely with a team of 5 to create engaging, brand-consistent content for social media and marketing materials, leading to improved audience interaction and stronger brand visibility.
- Analyzed Facebook ad campaigns, demonstrating proficiency in CTR, A/B testing, and campaign optimization.

Digital Marketing Executive, We Suggest You (Noida- Remote)

Mar 2022 - Feb 2023

- Executed on-page SEO for 100+ Shopify product pages and managed WordPress websites for SEO tasks.
- Implemented engaging Instagram strategies (interactive content, influencer marketing, stories), resulting in a 45% boost in engagement.
- Managed and grew a YouTube channel, achieving over 4.5 million views and increasing subscribers from 70k to 104k through effective YouTube SEO, strategic video content, and compelling thumbnails.
- Developed a social media content and engagement strategy for a brand, fostering a consistent brand voice and online communities, leading to follower growth from 18K to 32K.

EDUCATION

Bachelor of Business Administration

July 2017 - Aug 2020

Maharaja Ranjit Singh College of Professional Science, Indore

ADDITIONAL INFORMATION

- Technical Skills:** Social Media Marketing, Google Ads & Meta Ads, Campaign Strategy Development, SEO
- Certifications:** Meta Ads Manager Certification from Meta (2024), Social Media Certification from HubSpot Academy (2024), SEMrush PPC Fundamentals Course (2023), Facebook Advertising in 2023 | Ultimate Facebook Ads Course from Udemy (2023)
- Personal Project:** Built and managed a WordPress website, integrating Facebook Pixel for precise tracking and GA4 for deep insights into user behavior. Focused on optimizing performance and driving smarter decisions through advanced analytics.