



MOHAMMAD WASIUDDIN

Digital Marketing Specialist

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Date Of Birth: 11/10/1997 | Visa Status: Visit Visa



PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with 4+ years of experience managing performance-focused campaigns across Meta Ads, Google Ads, Twitter Ads, and LinkedIn Ads. Expertise in SEO, audience segmentation, conversion optimization, analytics, and marketing automation. Proven ability to improve CTR, engagement, and ROI through data-driven strategies.

CORE SKILLS

Meta Ads, Google Ads, Twitter Ads, LinkedIn Ads, SEO, Website Designing, Keyword Research, Ahrefs, SEMrush, Rank Math, Conversion Optimization, Audience Segmentation, Lead Generation, Mailchimp, Zapier, WordPress, Elementor, Canva, Reporting, Stakeholder Presentations. Content Creation And Landing Page Designing.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive – Accenture Solutions (Twitter Ads Operations) | Bangalore (Jan 2021 – Nov 2024)

- Planned and executed Twitter Ads campaigns across multiple client accounts, aligned with diverse global marketing objectives
- Optimized campaigns using audience segmentation, bid management, and targeting strategies to improve reach, engagement, and CTR
- Developed and managed custom targeting lists based on campaign goals, buyer personas, and funnel stages
- Collaborated with Twitter sales teams and internal account managers to define campaign strategy, timelines, and deliverables
- Monitored campaign performance and prepared data-driven performance reports, dashboards, and insights for key stakeholders

INTERNSHIP EXPERIENCE

Digital Marketing Intern – Skillup academy | Mysore (Jan 2025 – Jun 2025)

- Supported execution and optimization of Meta Ads, Google Ads, LinkedIn Ads, and Twitter Ads campaigns
- Tracked and analyzed performance metrics including reach, engagement, CTR, and conversions, preparing weekly performance reports
- Conducted A/B testing on ad creatives, audiences, and messaging to improve campaign effectiveness
- Built and managed the company website and product catalogue, ensuring accurate content, structure, and basic SEO optimization

PROJECTS

- Built, customized, and optimized WordPress websites (mwasiuddin.in, eximempire.in) with mobile responsiveness and performance best practices
- Implemented on-page SEO using Rank Math, including keyword optimization, meta tags, and content structure improvements
- Executed and optimized Meta Ads campaigns to increase brand visibility, reach, and engagement
- Managed Mailchimp email marketing campaigns with automated workflows, audience segmentation, and performance tracking
- Conceptualized and deployed 75+ branding assets, including social media creatives and email templates, ensuring visual consistency using Canva

EDUCATION & CERTIFICATION

MBA – University of Mysore (2018–2020) B.Com – St. Joseph's
First Grade College (2015–2018) Advanced Digital Marketing –
Skillup Academy, Mysore (2025)