



HASSAN FAKIH

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SUMMARY

Digital Marketing Executive with 2.8+ years of experience across SEO, PPC, social media, content marketing, and analytics. Skilled in managing end-to-end digital marketing parameters to drive traffic, leads, and brand visibility.

WORK EXPERIENCE

Digital Marketing Specialist - Sellergize ,Kalyan

March 2025 – Aug 2025

- Resolved a GA4 tracking issue (all traffic showing under one path) using GTM, providing clear page-wise insights.
- Ran personalized retargeting campaigns using GA4 audiences to improve relevance and ROI.
- Collaborated with bloggers & YouTubers for paid off-page SEO, boosting reach and backlinks.
- Conducted keyword research and optimized Google Ads for consistent ROI growth.

Digital Marketing Executive- Brandcare Medical Agency, Thane

July 2022 -March 2025

Social Media Marketing and Management - Client Apollo Pharmacy

- Managed Facebook, LinkedIn, Threads, X, YouTube & Instagram with content-driven calendars for consistent posting.
- Achievements: Increased brand visibility and audience engagement with creative and innovative campaigns.
- Created Engaging Instagram Reels: Developed and produced Instagram reels for a client, resulting in high engagement and improved social media presence.
- Leveraged Hootsuite for effective scheduling and campaign management.
- Created social media monthly content calendar
- Boosted Audience Reach: Collaborated with influencer agencies and vendors and created content for social's. Achievements: Increased brand visibility and website traffic via social media by 30 to 40%. (checked on GA4)

AI Tools Management

- Proficient in handling AI tools by providing effective prompts to generate optimized content for social media.
- Created AI-assisted videos for campaigns, working closely with my manager to ensure optimized content and better results.

WordPress

Uploaded blogs, changed landing pages, and performed SEO using Yoast, edited pages, and utilized Elementor page builder for website customization.

Creative Design & Canva Expertise

Canva: Hands-on experience in creating engaging social media posts and marketing materials, ensuring brand consistency and creativity

Performance Marketing: PPC/Meta ads

- Created and optimized lead generation campaigns on both Google Ads (Search & Display) and Meta Ads, driving ROI and quality leads.
- Conducted keyword research, competitor analysis & A/B testing to improve engagement and conversion rates.
- Monitored campaigns using GA4 & Facebook Insights, removed negative keywords, scaled bids, and reduced costs.

Google My Business Management (Local SEO).

- Managed and optimized 5,000+ Apollo Pharmacy store listings on Google My Business, boosting local search visibility.
- Regularly uploaded photos, videos & promotional content to improve engagement and local rankings.
- Enhanced customer trust through consistent updates, content optimization & keyword-rich descriptions.
- Handled Online Reputation Management (ORM) by actively responding to reviews, resolving customer concerns, and maintaining positive brand image.

Search Engine Optimization (seo).

On-Page SEO

- Conducted keyword research using Google Keyword Planner, SEMrush & Ahrefs
- Optimized meta tags, headers, URLs, images, internal links & content
- Wrote keyword-rich meta titles & descriptions for better CTR

Off-Page SEO

- Executed link-building strategies: guest blogging, blog submissions, backlinks outreach
- Collaborated with bloggers & YouTubers to boost reach and domain authority

Technical SEO

- Performed SEO audits using SEMrush, Screpy, Moz, GTmetrix & GSC
- Applied canonical tags, improved mobile responsiveness & page speed
- Resolved indexing, crawl errors & other technical issues with IT team

Key Achievements

- Increased organic traffic & visibility by implementing structured SEO campaigns
- Built company websites on WordPress with SEO-optimized page structures

Digital Marketing Intern Congitosh Digital Marketing Agency, Thane Date: March 2021 – August 2021

Key Achievements/Tasks:

- Built company websites using WordPress, demonstrating full proficiency in website page builds and installing various plugins.
- Ran ads for real estate clients, successfully generating leads with a cost per lead of INR 84. Managed specific UTM parameters to track results.
- Executed lead generation campaigns through Facebook ads, Google, and Instagram.

EDUCATION

B.Com – Mumbai University, 2022 (CGPA 7.87)

HSC – Mumbai University, 2018

SSC – Mumbai University, 2016 (52%)

ADDITIONAL INFORMATION

Tools Used:

SEO (On-page, Off-page, Technical) | PPC (Google Ads, Meta Ads) | GA4, GTM | WordPress, Yoast, Elementor | Canva | Hootsuite | ORM | Local SEO (GMB)

Languages: English, Hindi, Marathi

Certification: Advanced Digital Marketing (Digital Bizware, 2021)