

MOHD FAIZ

Linkedin: <https://linkedin.com/in/mohd-faiz-digital-marketing-manager>

E-Mail: mohdfaiz006786@gmail.com

Phone: +91 9289586774

Address: Shastri Park, Delhi-110053.

SUMMARY

IT professional with strong expertise in **SEO, performance marketing, and website optimization**. Experienced in **identifying and fixing technical issues, website bugs, indexing errors, and performance problems** to improve search rankings and user experience. Skilled in planning and executing data-driven campaigns using **Google Ads** and **Meta Ads**, while also mentoring and **training individuals** through practical, project-based learning.

WORK EXPERIENCE

Digital Marketing Manager & Trainer, SINCWEB INFOTECH

July 2025 - Present

- Lead and manage **digital marketing strategies** including **SEO, Google Ads (PPC), and Meta Ads** to drive **lead generation, website traffic, and business growth**.
- Manage client relationships, requirements, campaign planning, reporting, and performance reviews while ensuring effective communication and project delivery.
- Plan and optimize data-driven **marketing campaigns, improving search rankings, online visibility, and conversion rates**.
- Identify and fix **technical website issues, bugs, and SEO errors** to improve **website performance, indexing, and user experience**.
- As a **Trainer**, provide practical training in **Digital Marketing and Technical SEO**, guiding students through live projects and real-world marketing campaigns.

Manager, Modulation Digital Pvt. Ltd.

April 2024 - July 2025

- I led a team of **42 members**, including **Website Designers, Developers, and Digital Marketers**, to plan and execute successful campaigns.
- Collaborating with external organizations and **clients**, I ensured smooth project delivery, and with the help of my **SEO and ads strategies**, our **website traffic increased by 43%**.
- I managed campaigns on **Meta Ads, Google Ads, and Marketing 360**, optimizing **SEO strategies** to improve rankings and drive growth.
- I analyzed campaign performance to refine strategies, **reduce costs**, and boost conversions.
- As a **teacher at Modulation Digital Institute**, I guide students in **Digital Marketing**, offering practical insights and preparing them for real-world challenges.
- I efficiently managed budgets and resources, ensuring successful project execution and outstanding results.

Vice President, Red Ribbon Club(Part Time)

April 2023 - March 2024

- Led a team of **35 members** in organizing events and awareness campaigns on health and wellness.
- Coordinated with external organizations and speakers to facilitate workshops and seminars.
- **Enhanced club membership by 30%** through strategic outreach and engagement initiatives.
- Managed budgets and resources efficiently to execute large-scale events

Travel consultant, Sure India Travel

August 2023 - January 2024

- Developed and executed comprehensive marketing plans to increase brand awareness and sales.
- Managed social media campaigns, resulting in a **25% increase** in online engagement.
- Collaborated with various travel partners to negotiate better rates, improving profit margins.
- Improved internal processes to make things run more smoothly, reducing the time it took to respond to client inquiries by 20%.

Social Media Head, Red Ribbon Club(Part Time)

April 2022 - March 2023

- Led a team of **8 members** in overseeing the **Red Ribbon Club's** social media presence, boosting visibility and interaction.
- Guided content creation** and ensured timely execution of campaigns across platforms.
- Formulated **strategies** that contributed to substantial growth in audience engagement and followers.
- Evaluated analytics to improve the team’s social media approach and performance.

EDUCATION

Bachelor of Arts

University of Delhi

Dr. Bhim Rao Ambedkar College

Year of Graduation: 2024

Higher Secondary Education

CBSE

Central Board of Secondary Education

Completed: 2021

Technical Skills

- Search Engine Optimization (SEO)
- Technical SEO Auditing
- Keyword Research
- Generative AI
- AI Prompting
- Google Ads
- Meta Advertising (Facebook & Instagram Ads)
- Snapchat Advertising
- LinkedIn Advertising
- X (Twitter) Advertising
- OTT Advertising
- Social Media Marketing
- Google Analytics
- Google Tag Manager (GTM)
- Web Performance Optimization
- Website Debugging
- Technical Troubleshooting
- Adobe Premiere Pro
- HTML & CSS

Soft Skills

- Team Leadership
- Strategic Planning
- Complex Problem Solving
- Decision-Making
- Time Management