



SHAKIL MORAD

Google, LinkedIn, Hubspot Certified
Digital Marketing & Branding Specialist

11+

years in
workforce

150+

Global
Client

70+

Positive
Reviews

400+

Completed
Project



CONTACT



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SOCIAL



EDUCATIONS

**B.Sc. in Business Administration
- Marketing**

2017, University of UoPeople

**Diploma in Computer Science
- ICT**

2013, ICT Foundation, Bogra

**Higher Secondary Certificate (HSC)
- Business Studies**

2011, Ibn Taimiya College, Comilla



MAIN SKILLS

Digital Marketing	<div style="width: 100%;"></div>
Social Media	<div style="width: 100%;"></div>
SEO/SEM/PPC	<div style="width: 100%;"></div>
Graphic Design	<div style="width: 100%;"></div>
Website Design	<div style="width: 100%;"></div>



PROFILES

A Google & HubSpot Certified full-stack Digital Marketer with expertise in Visual Branding, White-hat SEO, Social Media Management & Web Design. with a passion for helping entrepreneurs build profitable brands of impact. I make business stand out with compelling branding, targeted marketing strategies and engaging content. Having a good understanding of the multiple social media platforms and how to integrate them to leverage online engagement and growth.



WORK EXPERIENCES

Digital Marketing & Branding Specialist

Freelance Marketplace | Jul 2015 - Present

- Evaluated client websites for mobile performance and optimal search engine rankings.
- Developed unique content for a variety of clients sites to improve presence and brand awareness.
- Organized and analyzed data and marketing results.

Social Media Marketing Manager

WhereGo Cab | Feb 2019 - Present

- Manages the day-to-day operations of social media accounts, Creates social media content for daily posting, Increased social media following by 200%.
- Maintained brand innovation and kept abreast of the latest social media trends.
- Monitor brand-related mentions on all social platforms and engaged with readers' responses to articles.

Graphic Designer

Freelance Marketplace | Jan 2011 - Present

- Worked with different clients all over the world. Projects included Branding, Graphic Design, print media, and more.
- Meet with clients either in person or online to discuss the scope of different projects.
- Ensure 100 percent customer satisfaction by presenting design to the client and giving a chance for feedback.



EXPERTISE

- Digital Marketing Strategy
- Branding Development
- Social Media Marketing
- Social Media Advertising
- SEO and SEM
- Local SEO
- Inbound Marketing
- Paid ads & PPC campaigns
- Graphic Design
- Website/Landing Page
- Content Marketing
- Lead generation
- Email Marketing
- Content Creation
- Digital Media
- Data Analysis
- Project Leadership
- Strategic planning
- Research



INTEREST



REFERENCES

- **Mr. ShahJahan**
CTO Of WhereGo Cab SDN. BHD.
P : +65 8922 7694
E : Shah@wherego.com.my
- **Mr. Dinesh Jethnani**
CEO Of Tux Barbers Inc.
P : +65 9181 4142
E : dinesh@tuxbarbers.com



LANGUAGE

ENGLISH

BENGALI

HINDI

MALAY



Digital Marketing Manager

Pixel Media Singapore | Sep 2015 – Mar 2020

- Created an effective content strategy with a high engagement and user retention rate.
- Established social media KPI (Key Performance Indicators) metrics to determine the ROI of efforts.
- Created social paid strategy, which included high-performing campaigns with 5% CTR.



CERTIFICATIONS

- The Fundamentals of Digital Marketing - Google
- HubSpot Inbound Marketing Certification - HubSpot
- SEO Fundamentals Exam - SEMrush & LinkedIn
- Google Analytics 4 (GA4) Essential Training - Google
- Google My Business - Google Digital Academy
- YouTube Music Certification - Google Digital Academy
- Content Marketing Foundations - LinkedIn
- Google Ads Essential Training - LinkedIn
- Marketing on Facebook (2020) - LinkedIn
- Digital Marketing Foundations - LinkedIn



SOFTWARE SKILL

Marketing

Strategic Planning Community Building Time Management
Analysis and Market Research Engagement Attention to Detail
Brand Marketing Communication Skills Cultural Awareness

Marketing Tools

WordPress Meta Business Suite Business Manager Google Ads
Facebook Ads Hotjar LinkedIn Ads Mailchimp Semrush
Google Analytics Buffer Google Tag Manager

Graphic Design

Adobe Illustrator Adobe Photoshop Canva InDesign



STRENGTHS

Growth Mindset

Always striving to be the best version of myself. I think this goes hand in hand with marketing, which is here to help companies grow.

Result-Oriented

I always make sure to create roadmaps before any new project to know what I am aiming for.

Time management

Acquired my B.Sc. degree while working full-time at a new job.