

# MOHAMMAD HASAN

## DIGITAL MARKETING SPECIALIST

(PhD, MBA, BTech)

### CONTACT

+91 9456605829

mhasanahmad@gmail.com

www.sigmaxmarketing.com

301, WR Apartments, 05 JC Bose Marg,  
Lalbagh, Lucknow, India, 226001

### EXPERTISE

- Proficient in market research methodologies, survey construction, questionnaire design, data analysis, and reporting of findings
- Skilled in conducting competitor research, formulating digital marketing strategies, and creating client proposals
- Experienced in keyword research and implementing search engine optimization (SEO) techniques through on-page and off-page activities
- Capable of developing content marketing strategies, crafting SEO-optimized blogs, and publishing them online
- Proficient in designing graphics using Illustrator, Photoshop, Canva, and creating website and mobile device mockups
- Knowledgeable in executing social media strategies, including content creation, posting schedules, and advertisement management
- Familiar with utilizing artificial intelligence tools for graphic design and content creation
- Competent in crafting email cadences for effective email marketing campaigns
- Skilled in lead generation and account-based marketing techniques using platforms like Sales Navigator and Zoominfo

### REFERENCES

#### Prof. Ayesha Farooq

+91 9837156089

ayeshafarooq4@gmail.com

#### Prof. Javed Akhtar

+91 9412333586

javedmba@hotmail.com

### WORK EXPERIENCE (6 YEARS)

#### Assistant Professor (Marketing)

IILM Academy of Higher Learning

2023- present

- Deliver engaging lectures on Marketing, Advertising, Information Technology and facilitate interactive discussions
- Provide mentorship to aspiring professionals

#### Marketing Manager

SigmaX Marketing

2022 - 2023

- Developing company services, hiring new team members
- Client counselling and communication
- Developing strategies for search engine optimization, content marketing and social media
- Developing ICPs, Lead Generation, Account Based Marketing

#### SEO Manager

Agreed Technologies

2020-2022

- Client communication
- Developing strategies for SEO implementation
- Hiring new team members, Training, and development executives

#### Content Writer

Agreed Technologies

2018 - 2020

- Developing optimized content for multiple clients
- Planning and posting blogs and optimizing them on website

### Skills

#### Research Skills:

- Content analysis, Total Interpretive Structural Modelling, Analytical Hierarchy Technique, Structural equation modelling, Systematic Literature Review, Parametric and non-parametric tests

#### Research Software

- Mendeley, Zotero, VOS Viewer, MS Excel, SPSS, AMOS, NVIVO, HBPE Simulations

#### Digital Marketing Skills

- Website auditing, SEO, Project management, Entrepreneurship, Graphic designing, Analysis & reporting, Client communication, Team management, Recruitment and Training, Email marketing, Lead generation

#### Digital Marketing Software

- SEMrush, AdWords, WordPress, Bright Local, Click Up, Wrike, Clockify, GMB Crush, Google Analytics, Mid Journey, Shopify, Photoshop, Illustrator, Canva, Sales Navigator, ZoomInfo, Later, Mail Chimp, Mail Merge