

FASNAROABI KM

Digital Marketing Specialist

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SUMMARY

Results-driven **Digital Marketing Specialist** with **4 years of experience** in performance marketing, SEO, and Social Media. Skilled in developing and implementing successful digital marketing strategies across multiple platforms. Proven track record of increasing website traffic, generating leads, and improving search engine rankings for various clients.

EXPERIENCE

Performance Marketing Trainer

Uppgrow Academy

- 02/2025 - Present Chennai, India
- Trained over 100+ business owners to build profitable digital ad campaigns on Google Ads and Meta Ads, tailored for SMEs.
 - Designed practical, results-driven marketing training modules focused on ROI, budget management, and conversion tracking.
 - Delivered expert guidance on campaign setup, optimization, A/B testing, and performance reporting.
 - Helped businesses understand KPIs like ROAS, CPC, and CTR to make data-backed decisions and maximize profitability.
 - Special focus on low-cost, high-impact marketing strategies suitable for the business landscape

Digital Marketing Specialist

Noviindus Technologies

- 08/2021 - 02/2025 Calicut, India
- Achieved top SERP rankings for 50+ keywords, including competitive terms like "web designing company in India" and "education app development company in India"
 - Managed Google Ads campaigns with a 20% improvement in ROI and a 15% reduction in CPC through strategic keyword targeting and ad optimization.
 - Conducted keyword research and analysis to identify potential keywords for website optimization
 - Created and implemented on-page and off-page optimization strategies to improve website ranking and drive organic traffic
 - Conducted regular website audits to identify technical SEO issues and recommend solutions to improve site speed, mobile-friendliness, and overall user experience
 - Collaborated with content teams to ensure website content is optimized for search engines
 - Track and analyze competitors' SEO strategies to identify opportunities and maintain competitive advantage
 - Utilized Google Analytics, Google Search Console, and other SEO tools to track performance metrics, analyze trends, and identify areas for improvement
 - Conducted in-depth keyword research and competitor analysis to improve ad relevance and Quality Scores, resulting in a 15% reduction in CPC
 - Performed weekly and monthly reporting, highlighting key metrics such as CTR, CPC, and conversion rates
 - Identified and implemented negative keywords to improve campaign efficiency
 - Conducted audience segmentation and developed tailored ad messaging for diverse demographics
 - Planned and executed end-to-end social media strategies to drive brand awareness, website traffic, and lead generation for clients in diverse industries
 - Developed content calendars and collaborated with designers to produce high-quality graphics and videos
 - Conducted market research to identify emerging trends and adjust strategies accordingly

Digital Marketing Intern

IPCS Automation

- 05/2021 - 08/2021 Calicut
- Built and managed a WordPress website optimized for SEO.
 - Gained hands-on experience in keyword research, competitor analysis, and basic ad management.
 - Planned and executed social media advertising campaigns, including targeting and budget management

KEY ACHIEVEMENTS

- Successful Business Training**
Trained over 100-plus business owners in digital marketing strategies, boosting their ROI by 25%.
- Keyword Ranking Success**
Optimized keyword rankings, achieving first-page results for 60 keywords, increasing organic traffic by 40%.
- Google Ads Optimization**
Increased Google's ad campaign ROI by 20% and reduced cost-per-click by 15% through strategic optimizations.
- Social Media Impact**
Executed social media strategies driving a 30% increase in client lead generation and brand awareness.

LANGUAGES

- English**
Proficient
- Malayalam**
Native
- Hindi**
Intermediate

SKILLS & TOOLS

SEO	Google Ads	Social Media Ads
Content Marketing	Project Management	
CRM Management	Data Analysis	
PPC Advertising	Budget Management	
Strategy Development	Google Analytics	
Landing Page Optimization	HTML SEO	
Keyword research and analysis	Wordpress	
Google Tag Manager	GMB Optimization	
Microsoft clarity	Google Search Console	
Copywriting	Google Workspace	
Team Collaboration	Microsoft Office	

EDUCATION

Bachelor of Technology in Electronics & Communication
GOVT Engineering College Idukki
09/2014 - 06/2018 Location