

SHAHBAZ ALAM

Bradford, West Yorkshire, UK

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PROFILE

- A student currently pursuing a master's degree in digital and strategic marketing and a result oriented digital marketer with a professional experience of 3 years in the digital marketing industry, working in various sectors such as e-commerce, healthcare, fashion, technology and construction.
- A proven track record of delivering successful web design and SEO projects.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive, Part-time (Remote) Dec 2021 - Present

Enlightened Psychology & Counselling Service Ltd, Ayr, Scotland

- Responsible for On-page and Off-page SEO which includes content SEO, Google my Business optimisation and adding new backlinks.
- Dealt with creating advanced SEO reports & recommendations using 'Ubersuggest' and 'Ahref' SEO tool.
- Social media page optimization and content creation.
- Website Content Management.

Digital Marketing Executive, Part-time (Remote) Feb 2022 - Present

Farden Contracts, Ayr, Scotland

- Completely redesigned the company website (fardencontracts.com).
- Responsible for both On-page and Off-page SEO for boosting website presence.

Founder June 2020 - May 2021

Marketingbayt - Web Design & Marketing Agency, Dhanbad, India

- Marketing and acquiring new customers for web design and Search Engine Optimisation(SEO) projects.
- Web design and development using Wordpress.
- Keyword Optimisation and Webmaster tools for SEO.

Digital Marketing Intern November 2019 - May 2020

Hizovas Solutions Private Limited, Kolkata, India

- Worked on various Social Media Marketing, SEO and Search Engine Marketing(SEM) projects.
- Assisted in making digital marketing presentations and monthly marketing reports for clients.

EDUCATION

M.Sc in Digital and Strategic Marketing

Sep 2021 - Present

School of Management, University of Bradford, UK

Key Modules:

Marketing Communications(66%)

Digital campaign planning & Analytics(77%)

International Marketing(71%)

Entrepreneurship(66%)

Bachelor of Technology, Electrical Engineering

July 2019

Maulana Abul kalam Azad University of Technology, West Bengal (INDIA)

- Scored 63.2%

Senior Secondary Education, Science (CBSE)

March 2015

DAV Public School Moonidih Project Dhanbad JH (INDIA)

- Secured 85.4%

KEY TRANSFERABLE SKILLS

Teamwork: Worked with a dedicated team of marketers while working in an agency and carried out successful digital marketing projects while working together with other team-members.

Communication: Achieved great communication skills while working in the agency and continuously developing the skill set while working with clients.

Working under pressure: Experience of working effectively under pressure to achieve goals before project deadline while working in the agency and with business clients.

Time Management: Able to develop effective time-management skills based on planning, prioritising and delegating various tasks while working with clients.

TECHNICAL SKILLS

Search Engine Optimisation(SEO)
Graphic Designing(Affinity Designer)
PPC Advertising
App Store Optimisation(ASO)

Wordpress & Shopify
Web Design
Social Media Marketing(SMM)
Web Analytics & Reporting

INTERESTS

Learning new languages
Exploring World Geography
Reading Books