

INTRODUCTION

I am a highly passionate and creative digital marketer who lives and breathes Internet 24/7. With 5+ years of relevant experience, I find immense joy in helping businesses achieve their marketing goals through various digital channels. I strongly believe that my digital marketing expertise will add value.

EDUCATION

SLIATE2018 - 2021

- Higher National Diploma in English

VTA2023 - 2024

- National Certificate (NVQ-4) Web Developer

2023 - 2025

VIRTUAL COURSES

- Meta Social Media Marketing (R)
- Google Digital Marketing & E-commerce (R)
- Meta Front-End Developer

TOOLS

- Google Analytics
- Meta ads Manager
- Meta Business Suite
- Photoshop
- Illustrator
- Canva
- Premiere Pro
- Filmora
- CapCut
- MS Package
- Ai Tools

WORK EXPERIENCE

Xperts Facility2024/02 - 2024/07

Social Media Executive

- Complete social media management of up to 4 platforms.
- Content creation and content calendar management.
- Developing, running, and managing social media ad campaigns across platforms.
- Strategic lead collection using paid ads (Meta, Google)
- Research to identify emerging social trends and competitor strategies.
- Performance analysis and reporting.

Orchid Fashion Design2021 - 2024

Social and digital marketer

- Social media and website management.
- Website creation & SEO implementation.
- Email marketing campaigns via Send in Blue.
- Community engagement and interaction.
- Implementation of organic social growth strategies.
- Developing, running, and managing social media ad campaigns

REFERENCE

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WHY CHOOSE ME?

Proven Expertise

- Over 5 years of professional and personal experience in digital and social media marketing.

Paid Advertising Expert

- Skilled in organic growth and paid campaigns, including Facebook, Instagram, LinkedIn, & Google Ads.

1. *Orchid Fashion Design* | 2025

- 220+ leads for just \$6.75*
- 1,260+ new Facebook followers for \$17*

2. *Xperts Facility* | 2024

- Acquired high-potential USA leads at an efficient CPR of \$6-\$10*
- Managed \$300 budgets multiple times

Digital Marketing knowledge

- Skills extends into SEO, Blogging, email marketing, search, and display advertising.

Skilled in Web Development & Design

- Successfully built a website (new) for a past employer. Knowledge of HTML, CSS, and WordPress (CMS).

Graphic Design & Video Editing Skills

- 5+ years of experience with tools such as Canva and other designing and editing tools.

AI-Driven Creativity

- Creative use of AI tools. Some tools I have used are as follows:

Chat models: ChatGPT, Claude, Gemini, DeepSeek, Perplexity

Video: Veo 3, Google Flow, Hailuo Ai/MiniMax, Higgsfield Ai, Hugging Face

Image: Midjourney, Visual Electric, Leonardo Ai, Krea Ai

I declare that all the above-mentioned information is true to the best of my knowledge. I assure you that I will be loyal to the firm and do my duties with sincerity and dedication.

Shaahith

Date: 20.08.2025

*Ad costs vary depending on factors such as target location, target audience, etc.