



# HISHAM KM

## DIGITAL MARKETING SPECIALIST

### ABOUT ME

I am a **Digital marketing specialist with 1 Year Experience** and, Digital marketing is a very challenging field and I have been able to achieve good results through continuous practice. I would like to fully utilize my knowledge and skills, while making a significant contribution to the success of the company. By the way of continuous marketing techniques through Seo, Email Marketing, social Media Marketing, etc. brings the company a positive impact.

### WORK EXPERIENCE



#### JUNIOR DIGITAL MARKETING SPECIALIST

TECHNORAYS DIGITAL MEDIA PVT.LTD | KALOOR , KOCHI

### OVERVIEW

Working as a Junior Digital Marketer in Technorays Digital Media a Dubai-based Digital Marketing Agency in Ernakulam which provides various digital services to B2B and B2C clients all over Dubai. Optimized and ranked different websites for clients and made site audits for the same.

### WHAT I DO

- Created site audit reports, monthly ranking, and conversion reports.
- Selected and planned keywords that got more traffic.
- Integrated analytics and google tag manager for getting more and accurate information.
- Audited and cleared site errors using site audit tools and manual auditing techniques.
- Coordinated with senior staff, web developers, and designers to make the site more attractive and to reduce bounce rates.
- Created social media accounts and implemented various social media techniques.
- Edited and written site contents and blogs that are SEO friendly and more user-readable.

### SKILLS & EXPERTISE

#### Digital Marketing

Search Engine Marketing (SEM): Google Ads Campaign

Search Engine Optimization (SEO): On Page SEO & Off Page SEO etc.

Social Media Marketing (SMM): All Paid Promotions - Facebook & Instagram Lead Generation etc

Web Analytics | Email Marketing | Content Marketing | Blog etc

#### Web Designing & Graphic Design

Web Page Designing | HTML5, CSS3

Bootstrap | Web Hosting | Domain Registration

Webmail | Outlook Configuration | Poster Design | Wordpress

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### TOOLS

- SEMRush & Ahref
- Google keyword planner
- Google Analytics
- Google Tag Manager
- Facebook Business
- Wordpress

### SOFTWARE SKILLS





## PERSONAL SKILLS

- Self Motivated
- Teamwork
- Strong written and verbal communication
- Able to see the big picture
- Strong organization
- Language expertise



## PERSONAL DETAILS

Nationality : Indian  
 Date Of Birth : 22 March 1999  
 Marital Status : Single  
 passport no : X7250909  
 Visa Status : Visting



## LANGUAGES KNOWN

- ENGLISH
- MALAYALAM
- TAMIL

## EDUCATIONAL QUALIFICATIONS

### TECHNICAL QUALIFICATIONS

YEAR 2023

#### ADVANCED DIGITAL MARKETING TRAINING

METAHASH DIGITAL MEDIA LLP, KALOOR, KOCHI

YEAR 2020

#### BSC CATERING SCIENCE & HOTEL MANAGEMENT

Chavara Institution of Management & Media Studies

YEAR 2017

#### HIGHER SECONDARY

Gains Higher Secondary School

YEAR 2015

#### SSLC

Rajah Senior Secondary School

## DECLARATION

I **HISHAM K M**, here by declare that the information contained here is true and correct to the best of my knowledge and belief.

Place:.....

Date: .....

**Name**