



- +91 8089 426 167
- muhsinmelayil@gmail.com
- Malappuram, Kerala
- Muhsin Melayil
- muhsinpk.web.app

SKILLS

- Campaign Management
- SEO Optimization
- Local SEO
- Meta Ads
- Content Writing
- Prompt Engineering
- WordPress Web Design
- Cpanel
- Digital Auditing
- Proposal Preparation
- Strategic Planning
- Client Management
- Project Management
- Troubleshooting
- Problem-Solving
- Strategic Thinking
- Leadership
- Time Management
- Proofreading

MUHSIN PK

DIGITAL MARKETING SPECIALIST

ABOUT ME

As an accomplished Digital Marketer, I excel in unlocking online potential and driving brands to new heights. With a robust track record of collaborating with 50+ clients, I bring a unique blend of soft and hard skills. Experienced in both individual contributions and team leadership, I've mentored 10+ emerging digital marketers and successfully coordinated a diverse team of 20+ professionals. My strategic guidance and streamlined workflows ensure efficient collaboration and optimal results, making me the ideal choice for elevating digital marketing endeavors.

EDUCATION

IPCS Calicut

(2021 - 2022)

Diploma in Digital Marketing

Oriental Higher Secondary School

(2020- 2022)

Higher Secondary Education

EXPERIENCE

DM HOD

Gedexo Technologies (Aug 2022 - Jan 2024)

As the Head of Digital Marketing at Gedexo Technologies, I've led a team of 15 digital marketers, coordinated with web and graphics departments, and successfully managed 30+ diverse niche clients. My strategic approach and commitment to innovation have played a crucial role in driving the digital success of Gedexo Technologies and achieving impactful results for our clients.

DM SPECIALIST

Paper Corner Design & Technologies (2023 - Present)

As a part-time digital marketer for Paper Corner, I played a pivotal role in enhancing their online presence. My responsibilities included running targeted lead generation, traffic, and awareness campaigns. This experience honed my skills in client management, strategic campaign execution, and social media management, contributing to the overall digital success of PaperCorner and its clients.

PORTFOLIO

<https://muhsinpk.web.app>

NICHES WORKED FOR

- Furniture Board Manufacturers
- Electrical Services
- Study Abroad Programs
- Educational Consultancy
- Clothing
- Newborn Photography
- Toy Sellers
- Insurance
- Holistic Health Services
- Clinics
- Footwear
- Paint Manufacturers
- Business Expo
- Rolling Shutter Manufacturers
- Lockers
- Job-oriented Training Institutes
- IT Solutions
- Restaurants
- Cake and Cookie Manufacturers
- Pickles Manufacturers
- Bakes Manufacturers
- Tea Powder Manufacturers
- Nutrition Food Manufacturers
- MEP Training
- Furniture Wholesalers
- Interior Designers
- Meditation/Mind-tuning
- Soccer
- Bathroom Door Locks
- Influencer

KEY PROJECTS

ABC Training Academy

I played a key role in shaping ABC Training Academy's online presence. I organized campaigns on more than 21 social media accounts, focusing on increasing awareness and attracting admissions for the academy's 20 branches. Tailoring campaigns for each branch, we successfully expanded the academy's reach and influence. The outcomes were impressive: a total reach of 8,72,335, 666 leads, and achieving 176 call inquiries.

Little Roses

I initiated a lead generation campaign on Meta for Little Roses. Within a short timeframe, I have generated an impressive 1,874 leads and a reach of 9,99,419, solidifying Little Roses's reputation as a highly sought-after newborn photography team. My strategic approach to campaign initiation contributed significantly to Little Roses's rapid growth and success.

ALCA EXPO

I led the digital promotion for ALCA EXPO, a prominent aluminum fabrication expo. Through strategic efforts, the expo thrived with heightened engagement, achieving an impressive reach of 1,766,705 and 3,171,551 impressions from Meta and YouTube ads. My strategic approach to digital promotion played a significant role in the event's overall impact and success.

Matanah Furniture

I implemented a strategic approach to SEO for Matanah Furniture, a leading steel furniture manufacturer in Saudi Arabia. The results were transformative, as Matanah now dominates search engine rankings, securing top positions for over 100 keywords related to steel furniture in the region. Whether users search for specific types of steel furniture, Matanah ranks within the top 5 positions, ensuring maximum visibility and reach. My SEO strategy has played a pivotal role in establishing Matanah Furniture as a prominent presence in the online space.

OXdu Tech School

I spearheaded the development of diverse campaigns and strategies. This comprehensive approach included lead generation campaigns, free demo classes, online seminars, boot camps, and more. Through the implementation of various ideas, we successfully generated 675 leads, garnered 5,739 website and WhatsApp clicks, and achieved an extensive reach of 2,126,885. My multifaceted strategies contributed significantly to the academy's visibility and success.