

Curriculum Vitae



SABIR SHAIKH

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WORK EXPERIENCE

Currently Working As Digital Marketing Manager in Zapbuild, Mohali

Duration : Aug 2019 to currently working

- Taking care of the team members.
- Conducting Pre and post sessions for update guidance and to discuss plan of action.
- **Handling Multiple Google Ads Accounts.**
- **Brand management & Facebook ads creative and text content and Managing facebook ads and implementing ads for different kind of Audience.**
- **Managing YouTube ads.**
- **Pixel Code implementation, Google Tag implimentation.**
- **Creating property and Goals to track conversions.**
- **Using Google Trands to check the data.**
- **Audience targeting.**

- **Running Display, Youtube and Search campaign.**
- **Data analysis through reports.**
- **Worked on project from different Projects: Real estate, E commerce, Healthcare Software, Study in Canada.**
- **Managing Shopping ads & Merchant center account.**
- Working closely with Content writing team to make sure that the content is according to the trend and delivers the correct message
- Helping in writing the content on the website and also working on Call to actions to have the impact on user spending time on website.
- **Lead Form implementation**
- **Understanding Customer behaviour through Google Analytics**
- Also, Approving content and creatives going to be published.
- I am the point of contact for any approvals.
- Finance approval(Budget).
- Delivering training sessions or any new update in digital marketing industry
- Creating strategies for different verticals I handle.

Google with WNS. (PPC Expert)

Duration : Feb2019 to July 2019

Google Ads certified.

- Google Analytics.
- MCC account.
- Optimizing account.

- Keyword planner.
- Knowledge about Campaign creation,
- Creating conversion action.
- Responsive search ads and Responsive Display Ads.
- Ads group, Budgets and bidding strategies. (TCPA, Max Conversions, ROAS etc.)
- US, UK Elite Clients.
- Lead generation and great interpersonal relations with client.
- Best Customer satisfaction and Client appreciation email.
- **Excellent communication and written skills.**

Teleperformance

Duration March 2018 till Feb 2019. PPC Expert

- Google Analytics.
- MCC account.
- Optimizing account.
- Keyword planner.
- Knowledge about Campaign creation,
- Creating conversion action.
- Responsive search ads and Responsive Display Ads.
- Ads group, Budgets and bidding strategies. (TCPA, Max Conversions, ROAS etc.)
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Career Launcher

Center manager in Dubai. 1 year.

Marketing Throught Digtal Communication in Dubai.

HyperQuality

Gurgoan, India

July, 2011 –July, 2012

Designation: **Quality Consultant (Quality Analyst)**

DUTIES AND RESPONSIBILITIES

Team Handling.

Did client calibrations with UK and US Clients.

I also performed call audits and provide effective feedback to the Relationship managers (Calling Agents) and provide statistical feed back to the client for better services and growth.

Took one of my LOBs, L-1 Complaint, from 80% variance to 0% variance in 3 months and got recognized as the Best Performer in the month of July 2012

My primary role was to resolve the technical issues **US, UK and Australian Clients** had with their computers.

EDUCATION QUALIFICATION

MBA in HR from Sunrise University, Alwar,Rajasthan (74%).

BE PUNE UNIVERSITY in Computer Science.

Google Ads Certified From Google.

12 From ARMY PUBLIC SCHOOL, Lucknow. CBSE BOARD.

10 From Army School, Bikaner. CBSE BOARD.

Java Core and Advanced, Dehradun

Networking Course from CETPA INFOTECH. Roorkee

PERSONAL QUALITIES

Remarkable analytical, logical and mathematical skills.

Innovative in assessing the qualities of people.

Excellent in communicating well in written and verbal both.

The ability to motivate people.

A confident personality with leadership qualities.

PERSONAL INFORMATION

Date of Birth: 30th October 1985

Father's Name: (Late) Lt. Col Shaikh Shahajahan Yakub

Mother: Mrs. Shahida Shaikh

Home Address: 33/20, SabirManzil, SherKothi, Civil Lines 1, Roorkee, Uttrakhand

Languages : English, Hindi, Urdu

Nationality India

DECLARATION

I hereby certify that the above information is true and correct to the best of my knowledge and belief.

SABIR SHAIKH