

ZAHID ALAM

Digital Marketer

CONTACT

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SKILLS

- Graphic design
- AI tools
- Content writing
- Social media tools
- Competitor audit
- Content creation
- Social media marketing
- Social media optimization
- SEO
- Video Editing

EDUCATION

Graduation	
B.Com (Hons) with BBA (FIA)	2026
Delhi University	Pursuing
Senior Secondary	2024-
CBSE	2025

CERTIFICATIONS

- Digital marketing
From Digiperform
- SEMrush
- Hubspot Marketing
- CDME & CDMC
- B10X

PROFILE

I'm a passionate and motivated digital marketing fresher who is currently learning and applying practical marketing skills. I enjoy working on social media strategies, creating engaging content, and exploring AI tools to improve marketing performance. Alongside my graduation at Delhi University (DU SOL), I have recently completed a professional digital marketing course from Digiperform. I am eager to gain real-world experience, continuously improve my skills, and grow in the digital marketing field through internships and hands-on projects.

PROJECT

Kavach - Anti bullying app

- Managed end-to-end digital marketing efforts, including SEO, SMO, and content creation, to enhance website visibility and drive meaningful social media engagement, with a focus on topics like bullying awareness and mental well-being.
- Planned and executed paid advertising campaigns across Google and Meta platforms, handling keyword research, audience targeting, ad creatives, and continuous optimization based on performance insights.
- Conducted competitor analysis and comprehensive digital marketing audits, while monitoring campaign performance through analytics tools to refine strategies and improve overall marketing effectiveness.

Moms Bakery

- Designed logo and banner for Moms Bakery to establish a consistent and appealing brand identity.
- Created engaging social media posts to promote products and connect with the target audience.
- Developed a clear and attractive menu layout to showcase offerings effectively.