

SAJJAD ALAM

Marketing Specialist (AI Agent Creator)

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SUMMARY

I am a seasoned Digital Marketing Specialist with over **10+ years** of proven experience in driving exceptional business growth through comprehensive digital strategies. My core expertise encompasses advanced Search Engine Optimization (SEO/SEM), strategic Google Ads and Meta Ads campaign management, and data-driven performance marketing across multiple platforms. I specialize in creating integrated marketing solutions that deliver measurable ROI, combining technical proficiency in web analytics, conversion optimization, and marketing automation with **deep understanding of consumer behavior and market dynamics**. My approach focuses on sustainable business growth through strategic campaign development, audience targeting precision, and continuous performance optimization that consistently exceeds client expectations and industry benchmarks.

SKILL

- Search Engine Optimization (SEO/SEM)
- Google Ads Campaign Management (Search, Display, Performance Max)
- Meta Ads Management (Facebook, Instagram, Messenger, Audience Network)
- Pay-Per-Click (PPC) Advertising
- Social Media Marketing & Strategy
- Email Marketing Campaigns & Automation
- Content Marketing & Strategy
- Conversion Rate Optimization (CRO)
- Marketing Automation & Workflows
- Lead Generation & Nurturing
- AI - Agent Creation (Workflows)

Analytics & Performance Tracking:

- Google Analytics 4 (GA4).
- Google Tag Manager (GTM)
- Facebook Pixel Implementation & Tracking
- Conversion Tracking.
- A/B Testing & Multivariate Testing
- Performance Metrics Analysis (CTR, CPC, ROAS, CPA)

Digital Marketing Technology Stack

- Marketing CRM Integration
- API Integration for Marketing Tools
- Landing Page Optimization (HTML / JavaScript / Reactjs)

EXPERIENCE

- | | |
|--|---------------------------|
| 2025 - 2026 (Currently Working) | Digital Marketing Head |
| REGENT SKODA - Thane | (3 years) |
| 2023 - 2025 | Digital Marketing Manager |
| Swimwell Pools India Pvt Ltd - Dahisar | (2 year's) |
| 2021 - 2023 | Web App Developer |
| Vnet Digital - Thane | (2 year's) |

As a Freelance Since 2018: Specialized in Google Ads and Meta Ads campaign management, comprehensive SEO services and digital marketing automation, performance analytics and conversion optimization for diverse clientele across multiple industries.

IMP NOTE

“ EXPERIENCE: Every Project Writes The Next Chapter Of Expertise ”

EDUCATION

- S.S.C. (Secondary School Certificate)
2010 / Mumbai University
- H.S.C. (Higher School Certificate)
2013 / Mumbai University
- B.Sc. (IT) (Bachelor of Science in Information Technology)
2016 / Mumbai University
- English, Hindi, Marathi

LANGUAGE

Tools Regularly Utilized in My Digital Marketing Journey (Mac Book - My True Partner)

- **Google Analytics**, Google Tag Manager, Google Search Console, Google Merchant Center
- **Meta Business Suite**, Facebook Ads Manager, Meta Pixel Helper
- Google Ads Editor, Google Keyword Planner, Google Trends
- Canva, PhotoPea, Figma (Creative Design & Ad Assets)
- Hello Leads CRM, HubSpot, Mailchimp (Lead Management & Automation)
- SEMrush, Ahrefs (SEO & Competitor Analysis)
- Excel, Google Sheets (Performance Reporting & Analytics)
- **Zapier, n8n** (Marketing Automation & Workflow Integration)

Performance Metrics Analysis:

- I continuously monitor Click-Through Rate (CTR) by analyzing clicks divided by impressions,
- optimize Cost Per Click (CPC) through strategic bid management,
- evaluate Cost Per Mille (CPM) for impression-based campaigns,
- track Cost Per Acquisition (CPA) to ensure profitable customer acquisition.
- I measure Return on Ad Spend (ROAS) to demonstrate campaign profitability
- maintain high Quality Score (QS) ratings through relevant ad content, and monitor View-Through Rate (VTR) for video campaign effectiveness.

Google Ads - Meta Ads → Detailed Targeting Based On Business Needs (Interest, Location, Behaviour)

- Facebook Ads, Instagram Ads, Messenger Ads, Audience Network
- Awareness, Traffic, Engagement, Leads, App Promotion, Sales campaigns
- Brand Awareness, Reach, Video Views, Lead Generation, Conversions
- Pixel implementation, Conversion tracking, Event setup
- Custom Audiences, Lookalike Audiences, Saved Audiences, Automated rules

Key Achievements Section:

- Managed 20+ successful Google Ads and Meta Ads campaigns across diverse industries
- Increased organic traffic by 250% through comprehensive SEO strategies and content optimization
- Generated 10,000+ qualified leads through integrated digital marketing funnels

Really Matter For Business :

- **Website** (React, PHP, MongoDB & sql, NEXTJS)
- **Server Operation:**Project Deployment, Git, Database etc.
- **Google Ads & Meta Ads (conversion api, tags etc)**
- **Ai Agent (N8N)**that can handle (Automation marketing & repetitive tasks)

Essential Hiring Information for Owner/Employer :

- Current Salary: **7.2 LPA (with Proof) + Freelance 7 LPA**
- Expected Salary: **22 to 24 LPA**
- Reason for Leaving: **Personal (don't want to disclose)**
- Notice Period: **Available to Join Immediately.**
- Total Experience : **10+ years (On Paper + Freelancer)**
- Passport & Driving License: **YES - 2/3/ & 4 wheeler TR**

If there are any skills not currently reflected in my resume that you require, I am committed to learning them quickly.

Think Like An Entrepreneur

Learning is the journey, not the destination.... (Looking For The Company Who Understand's My Vision)