

# Md Arshad Parwez

## Digital Marketing

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### SUMMARY

**Certified Digital Marketing Executive** with a strong foundation in **SEO, SEM, social media strategies, email marketing, and content marketing**, backed by a comprehensive digital marketing course from **MICA**. Successfully executed **4+ projects** using industry-leading tools such as **Google Ads, Google Analytics, Meta Ads Manager, LinkedIn, GetResponse, and SEMrush**, driving measurable growth in traffic, engagement, and conversions. Passionate about crafting data-driven campaigns that enhance brand visibility and customer engagement.

### KEY SKILLS

Search Engine Marketing (SEM) | Social Media Marketing (SMM) | Email Marketing | Content Marketing | Analytics & Performance Tracking | Search Engine Optimization (SEO) | Keyword Research & Competitive Analysis | Content Strategy & Blogging | Strategic Thinking | Problem-Solving | Creativity & Innovation

### TECHNICAL SKILLS

Google Ads (PPC, Display, Shopping, Video) | Google Analytics (GA4) | Google Tag Manager (GTM) | Google Search Console | Meta (Facebook & Instagram) Ads Manager | LinkedIn Ads | Twitter Ads | YouTube Ads | GetResponse | Canva | WordPress | Elementor | Copywriting & Content Strategy

### CERTIFICATIONS/TRAINING

**Advance Certificate in Digital Marketing & Communication | May 2024 | Present**

**Specialization** - Social Media & Content Marketing | Web Analytics

**Course Module** - Digital Marketing Channels & Metrics | Designing and Building a Web Presence | Blog Creation Project | Social Media Marketing & Live Project | SEO | SEM | SEM/ Display Live Projects | Email Marketing & Live Project | Web Analytics & Live Project ( GA4 ) | Intrigated Marketing Campaign (IMC) Planning | Content Marketing Deep Dive | Social Media Channels Deep Dive| Community Management | Marketing Data Identification & Collection | Marketing Data Integration And EDA | Predictive Analysis & Decision Making | Marketing Analytics Live Project.

### FREELANCE PROJECTS

**1. Client Name - [computerspace.in](#) An oline E-commerce company for Computer and accessories**

**Scope Of Work** - Campaign Strategy & Setup | Keyword Research & Optimization | Ad Copywriting & Creative Development | Ad Extensions & Enhancements | Performance Tracking & Optimization

**Result & Impact** -

- Increased website traffic and quality leads by targeting high-intent search queries.
- Optimized ad spend and improved conversion rates** through data-driven bidding strategies.
- Achieved **higher ad engagement (CTR > 4%)** and reduced cost-per-conversion.

**Project Preview Link :**

[https://ads.google.com/aw\\_cm/ExternalPreview?ocid=309761238&euid=318633580&pt=CiAI1qnakwEQ7Oz3lwEaBWVuX0dCUAJaCRIHCgWa1pGzGBJOQUJDMnp1WTFoakZxTXkxdVpkM2xudmo5VDZHcS1zRVBXOHpUQnhBVFdiQVhOQOJDVknkZUR5V0Z3TIFLeERUSHBqdWEzU1V6YndLdG9B](https://ads.google.com/aw_cm/ExternalPreview?ocid=309761238&euid=318633580&pt=CiAI1qnakwEQ7Oz3lwEaBWVuX0dCUAJaCRIHCgWa1pGzGBJOQUJDMnp1WTFoakZxTXkxdVpkM2xudmo5VDZHcS1zRVBXOHpUQnhBVFdiQVhOQOJDVknkZUR5V0Z3TIFLeERUSHBqdWEzU1V6YndLdG9B)

**2. Client Name - Dukh Haran Ayurveda Aushadhalaya**

**Scope Of Work** - Lead Generation Campaign | Campaign Strategy & Targeting | Ad Creative Development | **Lead Form Optimization & CRM Integration** | Budgeting & Bidding Strategy | Performance Tracking & Optimization

## Result & Impact

- **Generated high-quality leads** at a competitive **CPL of ₹18 per lead**.
- Improved **lead-to-customer conversion rates** through strategic retargeting.
- Achieved a **higher engagement rate (CTR > 3.2%)** and reduced ad spend wastage.

**Ad Preview Link-** <https://fb.me/2dvxbUkugDi75kp> | <https://fb.me/1XD3NjpRn53A02h>

## PROJECTS

1. **Project Name:** Blog Promotion Project – SEM (Search & Display) Campaign

**Tool Used:** Google Ads

**Problem Statement:** Low visibility and engagement for my digital marketing blog among relevant industry professionals.

**Solution:**

Executed a **comprehensive SEM campaign** using both **Search and Display advertising** to maximize reach and engagement.

Conducted **extensive keyword research**, crafted **compelling ad creatives**, and structured the campaign into two targeted ad groups—one for **search ads** and another for **display ads**. Focused on **business professionals, media & entertainment enthusiasts, tech-savvy individuals, and social media professionals (aged 20-55 years across India)** to drive high-quality traffic to the blog.

Link - <https://drive.google.com/file/d/1VtWUPM2hHsbQ47PoDHpQiDe1qQl4Hxfr/view?usp=sharing>

2 **Project Name:** Facebook Ads Campaign for Dervish Retail LLP. Garment Retail Showroom

**Tools Used:** Facebook Ads Manager, Meta Business Suite, Canva (for creatives), Google Sheets (for performance tracking)

**Problem Statement:** Low online engagement and footfall in retail showroom.

**Solution:** Launched a **targeted Facebook marketing campaign** featuring **visually appealing creatives, styling tips, festive offers, and interactive contests** to enhance brand awareness and customer interaction. Conducted optimized ad targeting for **local audiences**. The campaign successfully increased **page reach, audience engagement, and in-store footfall**, demonstrating the impact of a well-structured digital marketing strategy.

Project Link - <https://docs.google.com/presentation/d/155jgVYP4N9mbQCaTcTGGbziwtkTRm0-M/edit?usp=sharing&oid=103445791648368627055&rtpof=true&sd=true>

3. **Project Name:** Drip Email Marketing Campaign for CyberPower UT2200E Backup VA 2200 UPS

**Tools Used:** Get Response

**Problem Statement:** Low product awareness and engagement for the CyberPower UT2200E Backup VA 2200 UPS system.

**Solution:** Developed a **targeted email marketing campaign** focusing on **audience segmentation, compelling content, and optimized CTAs** to drive engagement. Created **personalized email sequences** across **awareness, consideration, and purchase stages**, enhancing product visibility and user interaction.

Project Link -: <https://drive.google.com/file/d/1bOzTPLN-7yCcWwpMycfx09-ZG5CHu5Lq/view?usp=sharing>.

**Another Projects.**

1. SEO Audit Report

[https://docs.google.com/presentation/d/1itsgtO7jfDph6KUyt\\_0vFVIQWVHC5heH/edit?usp=sharing&oid=103445791648368627055&rtpof=true&sd=true](https://docs.google.com/presentation/d/1itsgtO7jfDph6KUyt_0vFVIQWVHC5heH/edit?usp=sharing&oid=103445791648368627055&rtpof=true&sd=true)

2. Live Project on Google Analytics ( GA4 )

<https://docs.google.com/presentation/d/1P1WwNusoJgYRUC0vU4CRPdOap5Qkzay1/edit?usp=sharing&oid=103445791648368627055&rtpof=true&sd=true>

## EDUCATION

**Post Graduate Diploma In Management ( PGDM )**

Jul '09 - Jul '11

**Acharya Institute of Management & Science (AIMS)**

Bangalore