

Mohammed Nazal Ali

DIGITAL MARKETING EXECUTIVE

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PROFESSIONAL SUMMARY

Digital Marketing professional with hands-on experience in social media management, Meta Ads, Google Ads, SEO, Google Business Profile management, content publishing, and digital campaign execution. Experienced in managing social media accounts for multiple businesses, creating online presence for new brands, and supporting local visibility through Google Search and GoogleMaps. Strong supporting skills in video editing, YouTube and social media content, thumbnail design, and digital creatives. Also experienced in WordPress and front-end development using HTML, CSS, JavaScript, React, Redux, Next.js.

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING EXECUTIVE

Camovra Branding & Advertising | 2025 - Present

- Manage social media accounts for multiple businesses and brands, including content planning, publishing, and day-to-day account management.
- Create and set up social media profiles for new businesses and support the development of their online presence.
- Plan, launch, monitor, and optimise Meta Ads and Google Ads campaigns according to client objectives.
- Monitor campaign performance and use available results and insights to support campaign optimisation and decision-making.
- Create and manage Google Business Profiles to help businesses establish and improve visibility on Google Search and Google Maps
- Support local SEO activities through accurate business information, profile optimisation, and online presence management.
- Edit short-form and long-form video content for social media and YouTube based on client requirements.
- Design thumbnails, promotional creatives, and other visual assets for digital marketing and social media campaigns.
- Edit healthcare and doctor-focused video content for publishing across social media platforms.
- Coordinate content, creatives, and publishing according to client requirements, brand identity, and platform formats.

FRONT-END DEVELOPER INTERN

Bridgeon Solutions LLP | 2023 - 2024

- Developed responsive front-end interfaces using HTML, CSS, JavaScript, React, Redux, and Next.js.
- Assisted with debugging, improving, and maintaining front-end components.
- Collaborated with team members on UI/UX improvements and responsive web development.

CORE COMPETENCIES

DIGITAL MARKETING

Meta Ads • Google Ads • Social Media Management • SEO • Local SEO • Google Business Profile Management • Content Planning • Campaign Monitoring • Performance Analysis

CONTENT & CREATIVE

Video Editing • YouTube Video Editing • Social Media Video Editing • Thumbnail Design • Digital Creatives • Content Publishing

WEB DEVELOPMENT TOOLS

WordPress • HTML • CSS • JavaScript • React.js • Redux • Next.js • Shopify
Meta Ads Manager • Google Ads • Google Search Console • Google Business Profile • Rank Math SEO • Premiere Pro • CapCut • Photoshop • Illustrator • Figma

EDUCATION

PROFESSIONAL DIPLOMA IN DIGITAL MARKETING

Sree Sankaracharya | 2025 - 2025

DIPLOMA IN PROGRAMMING LANGUAGES

G-Tech Computer Center | 2023

HIGHER SECONDARY (+2)

Seethi sahib | 2021 - 2023

SOFT SKILLS

Communication • Client Coordination • Creative Thinking • Analytical Thinking • Problem Solving • Time Management • Attention to Detail

LANGUAGES

Malayalam — Native • English — Professional Working Proficiency • Hindi — Working Proficiency • Tamil — Conversational • Arabic — Basic
