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# HAMZA AGLORIA

DIGITAL MARKETING EXPERT

## PROFILE

My strong inclination towards understanding the science behind Digital Marketing led to gathering extensive knowledge in certain glorious aspects of marketing; right from SEO to SEM to Analytics and building flawless strategies.

My aim is to be an active part of several success stories for brands that I help achieve their objectives. Currently, my job experience is providing me the platform to put my knowledge in to practical use, and I have been excelling in doing so.

## SKILLS

SEO	<div style="width: 80%;"></div>
SEM	<div style="width: 80%;"></div>
SMM	<div style="width: 80%;"></div>
Email Marketing	<div style="width: 80%;"></div>
Website Design	<div style="width: 80%;"></div>
Photoshop	<div style="width: 80%;"></div>
Microsoft Office	<div style="width: 80%;"></div>

## TOOLS

Google Analytics	<div style="width: 80%;"></div>
Ahrefs	<div style="width: 80%;"></div>
Hootsuite	<div style="width: 80%;"></div>
Crazyegg	<div style="width: 80%;"></div>
SEMrush	<div style="width: 80%;"></div>

## EXPERIENCE

Jan 2022 - Present ● DIGITAL MARKETING MANAGER

**Tyche Media**

**Responsibility:**

- Planning and executing all digital marketing campaigns, including SEO/SEM, email, social media & search/display advertising campaigns.
- Measuring & reporting performance of all digital marketing campaigns, and assessing against goals (ROI and KPIs).
- Collaborating with internal teams to create websites/landing pages and optimize the user experience.
- Contributing to marketing effectiveness by identifying short-term and long-range issues that must be addressed.
- Completing digital marketing department operational requirements by scheduling and assigning employees and following up on work results.

Dec 2018 - Dec 2021 ● SEO & SEM EXECUTIVE

**Tyche Media**

**Responsibility:**

- Performed SEO practices and long-term strategies to improve organic search performance and increase quality traffic to the websites.
- Conducted competitive market research to identify opportunities for increasing online visibility & awareness.
- Planned, managed, and executed paid search/ PPC campaigns on Facebook/Instagram, Google AdWords, & LinkedIn Ads for multiple business entities (Corporates, SME's, Startup, & others)
- Implementing Google Analytics with its various features (Ecommerce Tracking, Event Tracking, Goal Setup, Google Measurement Protocol) to track websites.
- Handling Social Media accounts whenever required by agency.
- Assisting in providing ROI analysis of client Digital Marketing Campaign.

**Highlights:**

- Increased organic page views (30%) with reduction of bounce rates on websites through site-content management & SEO activities.
- Managing digital campaigns with a monthly budget of INR one lakh, through which, have generated a revenue of INR two crores, while maintaining excellent cost ratio.
- Increased sales by 400% for an eCommerce business by developing & implementing effective digital campaigns.
- Created LinkedIn lead Ad for corporates with an average cost per lead being INR 1500/-.

Nov 2017 -  
Nov 2018

## DIGITAL MARKETING EXECUTIVE

**The Socialist**

### Responsibility:

- Implemented powerful SEO link building strategies to increase client's link popularity & gain visibility on search engines.
- Developed marketing strategies & plan to maintain strong social media & brand presence across social channels.
- Produced monthly online marketing reports to monitor KPI movements from all digital marketing aspects and analyzed them for trends & opportunities.

## EDUCATION

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2016-2017

### DIPLOMA IN DIGITAL MARKETING

DMTI

2015-2017

### BACHELOR OF COMMERCE

University of Mumbai