

MUHAMMED ZAYID

Social Media Marketer

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Location: Bahrain

Work Experience

Freelance Digital Marketer 12/2024–Present

- Achieved a 30% growth in Instagram followers for a retail client through innovative organic content strategies.
- Designed and executed social media campaigns, enhancing brand visibility by 25% for three clients.
- Crafted compelling Instagram content, driving a 20% increase in client engagement.
- Constructed highly client-focused WordPress websites, significantly enhancing the digital presence and online visibility of multiple clients.

Social Media Marketer & Content Creator 09/2024–11/2024
Haris and Co. Academy, Calicut, India

- Actively collaborated with more than 10 clients to skillfully craft highly tailored digital marketing strategies that effectively met their specific business objectives.
- Produced a diverse range of Instagram Reels and posts, effectively boosting client engagement by 15% through strategic and creative content delivery.
- Successfully generated 46 high-quality leads through a precisely targeted Facebook advertising campaign, achieving an efficient cost per lead (CPL) of \$0.60 while optimizing budget allocation.
- Effectively managed social media accounts for more than 10 clients, strategically optimizing content performance and diligently tracking engagement metrics to enhance overall campaign success.

Education

Advanced Diploma in Digital Marketing 06/2024–11/2024
Haris and Co. Academy, Calicut, India

- Completed comprehensive coursework in Meta Ads, SEO, and content strategy.

Bachelor of Business Administration 10/2021–04/2024
Bharathiar University, Tamil Nadu, India

Skills

- Meta Ads, Google Analytics, SEO, WordPress, Content Creation, Copywriting
- Hootsuite, Canva, Adobe Express, Video Editing, Mobile Photography
- Microsoft Excel, Google Docs, Google Sheets
- Creative Thinking, Teamwork, Client Communication, Multitasking, Adaptability

Projects

- Launched a \$100 Meta Ads campaign over 2 weeks for a classical arts academy, acquiring 46 leads at \$0.60 CPL.
- Developed a WordPress website for a food company, showcasing client-focused web design.

Certifications

- Professional Diploma in Digital Marketing and Analytics, Lincoln University College
- HubSpot Inbound Marketing Certification, HubSpot Academy
- Fundamentals of Digital Marketing, Google
- Google Ads Search Certification, Google

Languages

- English: Fluent (Speaking, Reading, Writing), Arabic: Proficient (Reading, Writing)