

# SALAHUDEEN

PERFORMANCE MARKETER | DIGITAL MARKETING SPECIALIST

## CONTACT

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## SKILLS

- Performance Marketing
- Search Engine Optimisation ( SEO )
- Google ads
- PPC
- Meta ads
- Linkedin ads
- Email Marketing
- Lead Generation
- Wordpress
- Google looker studio
- Google analytics
- Google search console
- Outreach automation
- DV360 (Display & Video 360)

## CERTIFICATION

- Digital marketing & performance marketing fundamentals
- Digital advertising
- SEO
- Google Analytics
- Display & Video 360
- Google ads apps
- Linkedin marketing strategy
- Meta ads - Media Planning

## PROFESSIONAL SUMMARY

Passionate and results-driven digital marketing professional with a deep understanding of concepts and strategies. Committed to leveraging my expertise to help you achieve your goals and drive impactful results.

## EDUCATION

2019 - 2023

**BS Abdur Rahman CRESCENT Institute of Science and technology**

Bachelor's degree in Mechanical Engineering  
CGPA: 7.9 / 10

## WORK EXPERIENCE

**Isource ITES Pvt Ltd**

Oct 2023 - Feb 2025

Digital Marketing Executive

- Specializing in B2B engagements while also managing B2C and B2G interactions, I focus on international audiences, with a strong emphasis on the US market. With expertise in SEO, paid ads, and outreach marketing.
- I excel at understanding audience behavior and optimizing campaigns for maximum ROI. always seeking innovative solutions to drive growth and engagement.

**Freelancer**

Feb 2023 - March 2024

Self-employed

- I provided digital marketing solutions for businesses, focusing on SEO, paid advertising, and lead generation to help brands achieve sustainable growth and market dominance.

**BlindBuy Innovation LLP**

Jan 2022 - Dec 2022

Co-Founder

- A couponing space for e-commerce sites. mission was to enhance customer value by delivering unmatched deals and online coupons, Integrating Amazon price tracker with via API. sourcing top-grade products to make them accessible to buyers online.