



Mohammad Ehtesham

Digital Marketer

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SUMMARY

Results-driven Digital Marketer with over two years of experience running a successful digital marketing agency and a strong background in affiliate and CPA marketing. Adept at leveraging a diverse skill set that includes SEO, content creation, app development, and influencer management to drive substantial online growth and engagement. Demonstrated ability to manage complex projects and campaigns, optimize digital strategies, and enhance brand visibility. Currently pursuing a Business Management and Leadership at Coventry University to further refine leadership and strategic management skills. Known for exceptional time management, problem-solving abilities, and a passion for achieving excellence in every task.

EXPERIENCE

YouTuber & Blogger

2020 - 2021

Self-Employed

I created and managed a YouTube channel and blog focused on movie reviews. I produced videos and wrote articles, engaging with a diverse audience. Unfortunately, I had to stop this venture due to some strikes. This experience honed my content creation, video editing, and audience engagement skills.

Affiliate & CPA Marketing

Self-Employed

I have significant experience in affiliate marketing and CPA marketing, utilizing both paid and free traffic strategies. I developed and executed marketing campaigns, optimized traffic sources, and generated substantial leads and conversions. This role enhanced my command over various marketing techniques and traffic management.

Digital marketing Agency

03/2022 - 02/2024

Self-Employed

I ran a digital marketing agency for almost two years, where I specialized in SEO, app development, and managing influencer marketing. Additionally, I was responsible for web designing and overseeing a variety of digital projects. This experience allowed me to develop a comprehensive skill set and effectively manage multiple aspects of digital marketing.

EDUCATION

Business Management

06/2024 - Present

Coventry University - Business Management and Leadership

Currently pursuing a BA in Business Management and Leadership at Coventry University, London, focusing on strategic management, organizational behavior, and practical industry placements to develop effective leadership skills.

Science

03/2021 - 06/2022

Z.U Inter College - Senior Secondary School

I completed my Senior Secondary School education in India, where I focused on subjects such as Mathematics, Science, English, and Social Studies. During this time, I developed strong analytical and problem-solving skills. Alongside my studies, I engaged in various online activities, including freelance work and blogging, content creation which honed my time management and digital communication abilities. I also participated in extracurricular activities like Junaid Sports Club, which helped build my teamwork and leadership skills. Currently, I am pursuing a Business Management course in London to further enhance my understanding of business operations and strategies, preparing me for future professional growth.

Science

03/2019 - 05/2020

Z.U Inter College - High School

During high school, I focused on a comprehensive curriculum that included subjects such as Mathematics, Science, English, and Social Studies. I actively participated in extracurricular activities, including School Computer Lab, Junaid Sports Clubs which helped me develop teamwork, leadership, and time management skills. This well-rounded education has prepared me for further studies and professional opportunities.

CERTIFICATES

Generative Ai

2024 - Present

LinkedIn

I completed the "Career Essentials in Generative AI" course by Microsoft and LinkedIn, which covers foundational concepts in generative AI, practical applications, and essential skills for leveraging AI in various career paths, enhancing my technical proficiency and industry relevance.

Holmes Language Assessment

2024 - Present

Holmes Education Group

The HOLMES Language Assessment Test evaluates proficiency in English language skills, including reading, writing, listening, and speaking. It helps determine language ability for academic or professional purposes, ensuring candidates meet necessary language requirements.

SKILLS

Generative Ai	Expert	Social Media Management	Expert
Leadership	Advanced	Content Creation	Expert
Time Management	Expert	Social Media Marketing	Advanced
Teamwork	Expert	Digital Marketing	Advanced

LANGUAGES

Urdu	Intermediate	Hindi	Native
English	Intermediate		