

# SUHAIL KHAN

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Digital Marketing | Word Press | SEO | On Page SEO | Off Page SEO | Pay per Click (P.P.C) | SMO (Social Media Optimization) | SMM | Content Creation | Google Analytics | Google Search Console | Video Editing | Website Analysis | Email Marketing | WhatsApp Marketing | Bulk SMS Marketing | Python | Tableau | MS-Excel | MS-Power Point | MS-Word

~ Master of Business Administration in Marketing and Business Analytics with ~ 2 Year of experience in Digital Marketing ~ 1 Year of Experience in Freelancing ~ Graduation in Computer Science and Mathematics ~ Digital Marketing Training in DSOM Institute Dehradun

## CAREER REVIEW

**Digital Marketing Strategist** ■ **AdxVenture** (Dehradun, India)

**March 2024 to Present**

- Managed multiple domestic and international projects as a Digital Marketing Strategist, leading end-to-end execution of Meta Ads, Google Ads, and SEO initiatives to ensure business growth and client satisfaction.
- Continuously optimized campaigns through analytics, A/B testing, and innovative strategies, achieving measurable improvements in ROI and performance.
- Planned and executed lead generation campaigns through Meta Ads and Google Ads for colleges, universities, and training institutes.
- Generated qualified leads for IIT JEE, NEET, NDA, CDS, IELTS, and German coaching institutes using targeted ad strategies.
- Created and optimized landing pages to increase conversion rates and improve ROI from paid campaigns.
- Managed multiple campaign types including Lead Forms, Performance Max, Display Ads, and Search Ads.
- Executed Google Search Ads campaigns for taxi services, driving bookings and improving local visibility.
- Developed and optimized ad creatives, keywords, and audience targeting to maximize lead conversions across industries.
- Managed cross-industry ad campaigns (Education, Taxi, Real Estate) ensuring cost-effective lead generation.
- Run Meta and Google Ads campaigns for real estate companies, generating high-quality property leads.
- Developed and executed comprehensive SEO strategies (on-page and off-page) to enhance online visibility and improve search engine rankings across all projects.
- Managed SEO projects for USA & India based clients, improving organic visibility and keyword rankings.
- Optimized Shopify websites with on-page SEO, technical SEO, and content strategies to drive organic traffic.
- Achieved first-page Google rankings for competitive industry keywords, boosting lead generation.
- Increased organic traffic growth through keyword research, backlink strategies, and SEO best practices.
- Handled client social media accounts, creating strategies to grow reach, engagement, and brand visibility.
- Increased followers and audience interaction through consistent content planning, ad campaigns, and trend-based optimization.
- Create social media campaigns across various platforms, increasing brand awareness, engagement, and driving traffic to company websites.
- Managed Meta Ads for DSOM, running lead generation and call ads to capture potential leads effectively.
- Executed Google Ads for Adxventure clients, focusing on call ads and multiple lead generation campaigns to boost client growth.
- Created AI-generated video content for YouTube, significantly enhancing digital presence and audience reach for Address Guru.
- Managed business listings on Address Guru, ensuring accurate, authentic information and facilitating seamless buyer-seller interactions.
- Managed e-commerce functionalities, including product listings and payment gateways.
- Collaborated with cross-functional teams, including content writers, designers, and developers, to deliver cohesive and high-quality project outcomes.
- Analyzed website performance and digital campaign metrics using tools like Google Analytics, making data-driven decisions to optimize strategies and improve results.
- Provided regular client communication, delivering updates and insights, and ensuring satisfaction with project progress and outcomes.
- Ensured timely project delivery within budget, maintaining high standards of quality, and meeting client expectations.

**Digital Marketing Trainer ■ [D.S.O.M – Dehradun School of Online Marketing](#) (Dehradun, India) November 2024 to Present**

- Provide **digital marketing training** to students at DSOM, a partner of Adxventure.
- Successfully trained **250+ students** in **SEO, PPC, Meta Ads, Affiliate Marketing, WordPress, Canva, and basic video editing**.
- Guide students with **hands-on projects and campaigns**, helping them build practical skills for career growth.

**Digital Marketing Intern ■ [AdxVenture](#) (Dehradun, India)**

**May 2022 to August 2022**

- Managed social media for Adxventure, enhancing brand visibility and engagement.
- Performed on-page and off-page SEO optimization, driving organic growth and improved search rankings.
- Created and maintained blogs to boost Adxventure's online presence and audience reach.
- Designed and developed a WordPress website using Elementor, ensuring a user-friendly interface and responsiveness.
- Executed email marketing campaigns to nurture leads and improve customer retention.

**≈ Key Projects ≈**

**PROJECT:** <https://adxventure.com/> [AdxVenture India]

~ **Organization:** AdxVenture, Dehradun (Digital Marketing Agency)

**Responsibilities: Target Market:** India

- Designed and optimized landing pages to drive conversions and enhance user experience for Adxventure India campaigns.
- Created and managed Meta Ads and Google Ads, including Search Ads, Call Ads, Display Ads, and Lead Ads, to generate traffic, engagement, and quality leads.
- Implemented off-page SEO strategies to boost organic growth and improve website visibility in search engine rankings.
- Strategized and executed social media campaigns to increase brand awareness and audience interaction.
- Developed comprehensive advertising strategies to achieve campaign objectives and maximize ROI.

**PROJECT:** <https://www.dsom.in/> [DSOM – Dehradun School of Online Marketing]

~ **Organization:** AdxVenture, Dehradun (Digital Marketing Agency)

**Responsibilities: Target Market:** India

- Delivering digital marketing training at DSOM, mentoring students in practical and industry-relevant skills.
- Trained **250+ students** in a **Digital Marketing course** covering SEO, PPC, Meta Ads, Affiliate Marketing, WordPress Development, Canva Design, and Basic Video Editing.
- Conduct **hands-on sessions and real-world projects**, including ad campaigns, website creation, and content strategies.
- Integrate **industry experience from Adxventure Digital Marketing Agency** to provide students with practical insights.
- Help students **develop career-ready skills in digital marketing**, increasing employability and professional growth.
- Managed and executed end-to-end digital marketing strategies for DSOM, including Meta Ads, Google Ads, and YouTube Ads, generating high-quality leads for admissions and achieving strong conversion results.
- Handled SEO and social media to grow DSOM's online presence, get more leads, and improve conversions.
- Developed digital marketing strategies using AI tools and reports to track performance and grow results.

**PROJECT: [www.addressguru.in](http://www.addressguru.in) [Addressguru India]**

~ **Organization:** AdxVenture, Dehradun (Digital Marketing Agency)

**Responsibilities:**

- Created AI-generated videos for Address Guru's YouTube channel.
- Managed and executed social media strategies to increase brand visibility and engagement.
- Handled business listings, ensuring accurate and up-to-date information on the platform.
- Assisted in promoting businesses through banner ads and other online advertising methods.
- Ensured the authenticity and accuracy of business information listed on the platform.
- Facilitated communication between buyers and sellers to enhance business interactions.
- Contributed to the growth of businesses by increasing their online presence through Address Guru.
- Verified buyer information to maintain trust and reliability on the platform.

**PROJECT: [www.iamvikashsharma.com](http://www.iamvikashsharma.com) [Vikash Sharma – Webinar Classes]**

~ **Organization:** AdxVenture, Dehradun (Digital Marketing Agency)

**Responsibilities: Target Market:** India

- Developed landing pages for iamvikashsharma webinars, covering Meta Ads, Google Ads, digital marketing, and website creation topics.
- Executed targeted Google Ads and Meta Ads campaigns to drive webinar registrations.
- Designed and optimized Meta Ads campaigns specifically aimed at maximizing user registrations.
- Launched impactful ad campaigns, boosting audience reach and engagement for webinars.
- Increased brand visibility and user acquisition for Adxventure Digital Marketing Agency through strategic digital marketing initiatives.

**PROJECT: <https://trekos.in/> [TREKOS – Trekking Company in Dehradun]**

~ **Organization:** AdxVenture, Dehradun (Digital Marketing Agency)

**Responsibilities: Target Market:** India

- Managed **digital marketing campaigns** for TrekOS.in, a Dehradun-based trekking and travel platform offering seasonal treks like Spring, Summer, Monsoon, Autumn, and Winter treks.
- Executed **Meta (Facebook & Instagram) and Google Ads campaigns** to generate high-quality leads for trek bookings.
- Created **retargeting campaigns** to re-engage website visitors, resulting in increased conversion rates and reduced cost per lead.
- Developed a **social media content plan** to promote popular treks (e.g., Kedarkantha Trek, Valley of Flowers Trek, Roopkund Trek), boost engagement, and generate leads organically.
- Implemented **SEO strategies** including keyword optimization, content updates, and link building to improve organic traffic and discoverability of trek services.
- Analyzed campaign data to track performance, optimize budgets, and maximize ROI.

**PROJECT: MBA DISSERTATION (2024) DIT UNIVERSITY**

**Analysis of SEO Strategies by Higher Education Institutions in Uttarakhand:**

~ Analysis of SEO Strategies at [DIT University]

~ **Keyword Targeting:** Analysis of Targeted Keywords and Search Volume

~ **On-Page Optimization:** Evaluation of Title Tags, Meta Descriptions, and Content Structure

~ **Technical SEO:** Assessment of Website Speed, Mobile Friendliness, Indexing Issues

~ **Backlink Analysis:** Quality and Quantity of Backlinks

~ **DIT University Website Audit**

~ **Data Collection Methods:** Website Analysis Tools, Interviews

## SCHOLASTICS

<b>MBA in Business studies (Marketing &amp; Business Analytics) ■ DIT University – Dehradun</b>	<b>2022-2024</b>
■ C.G.P.A – 8.13	
<b>Bachelor of Science (Computer Science &amp; Mathematics) ■ Sri Dev Suman Uttarakhand University</b>	<b>2018-2021</b>
■ Percentage – 68%	

## CERTIFICATION

- Digital Marketing: DEHRADUN SCHOOL OF ONLINE MARKETING [ DSOM ]
- Digital Marketing: UDEMY
- Google Analytics: GOOGLE ANALYTICS ACADEMY
- Business to Business Marketing (B2B): NPTEL ( I.I.T ROORKEE )
- Product Management Marketing: UDEMY
- MS Office with Advance Excel: ISPL ACADEMY
- Workplace Communication: UDEMY

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