

# Mohammed Manasiya

[linkedin.com/in/mohammed-manasiya](https://www.linkedin.com/in/mohammed-manasiya)

Mobile:-(647)-861-0496

E-Mail: [-Mohammedmanasiya123@gmail.com](mailto:-Mohammedmanasiya123@gmail.com)

Address: -121 Scarboro Ave, Toronto.

Portfolio:- [Mohammed-Manasiya.com](https://Mohammed-Manasiya.com)

As a digital marketer, I have extensive experience in developing and implementing effective strategies to drive website traffic, increase conversions, and achieve business goals by using different digital marketing channels. Moreover, I am proficient in utilizing PowerPoint, Outlook, MS Office, Excel, and Google Suite software to analyze data and build dynamic report and presentations. Finally, I have a problem-solving, project management, verbal communication, and analytical skills and experienced in working under pressure with fast-paced environment and have a strong written ability. I can do multitask and have interpersonal skills such as work collaboratively with cross-functional teams.

## Experience

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### B-Boyz | Digital Marketing Coordinator (Toronto)

December 2022 – April 2024

- Enhanced website traffic by 25% through Google My Business optimization and targeted PPC Ads campaigns.
- Monitored Paid Search campaign KPI, reviewed data on clicks and conversions and adjusted the budget allocation, keyword targeting, and ad copy for optimal results.
- Improved social media platforms engagement by 15% through a consistent stream of engaging content and community management.
- Produced 50% more online orders through retargeting campaigns and did A/B testing of food coupons on third party apps such as Door dash, Uber-Eats.

### Astron Pumps and Equipment | SEO Specialist (Mumbai)

July 2019 – August 2022

- Boosted organic traffic by 40% through strategic keyword research and optimized the structure of the website according to SEO best practices.
- Improved Core web vitals of the website which increased the website speed and make the website mobile friendly.
- Optimized website On-page and technical SEO elements such as titles, headings, robots.txt, sitemaps (XML and HTML), Canonicals tags for saving crawling budget.
- Reviewed unnecessary HTML and CSS code of a website and minified it, resulting in an increase of speed by 20% in desktop and mobile website versions.
- Created over 100 high-quality backlinks from reputable industry websites, contributing to enhanced domain authority and search engine visibility.
- Launched SEO campaign for high volume long tail keywords that generated more than 300 unique customers monthly.
- Developed an SEO-focused content strategy that led to a 60% increase in organic traffic to the company's significant website product pages. Analyzed website performance metrics with the help of Web analytics tools (Google Analytic).

## Certifications

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- Google Ads Measurement
- Advanced Google Analytics
- Mimic Digital Marketing
- Content Marketing
- Email Marketing
- Performance Marketing

## Tools

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- **SEO Performance:** - Google Search Console, Google Tag Manager, Screaming Frog, Google Analytic (GA4), Uber-Suggest, SEMrush,
- **Content Management Systems (CMS):** - WordPress, Wix.
- **SEM:** - Google Ads, Uber-Suggest, Facebook Ads, Google Keyword Planner

## Qualifications

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Marketing Management In Digital Media, Lambton College Toronto, Canada.

September 2022 – April 2024

Bachelor's in computer science, Rizvi College Mumbai, India.

April 2017 – May 2020