

DIGITAL MARKETER

MUHAMMED ANZIL

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SUMMARY

My journey in digital marketing started with a curiosity about how brands connect with people online. Since then, I've gained hands-on experience in Meta Ads, social media marketing, lead generation, outreach. I enjoy turning ideas into campaigns, learning from the results, and finding better ways to help businesses reach the right audience and grow.

SKILLS

Meta Ads	Digital Marketing	SEO & Keyword Research
Market & Competitor Research	Social Media Marketing	Content Strategy & Planning
WordPress	Ad Campaign Optimization	Lead Generation
Social Media Poster Design	Email Marketing	Corporate Communication

EXPERIENCE

DIGITAL MARKETING EXECUTIVE

BIMIT- Kochi

Mar-2026 - Present

- Managed social media platforms, including LinkedIn, Instagram, YouTube, and Facebook.
- Created, managed, and optimized Meta Ads campaigns for lead generation.
- Supported SEO activities to improve online visibility, website performance, and business profile presence.
- Managed and updated the company website using WordPress.
- Planned and executed email marketing campaigns.
- Promoted Faculty Development Programs (FDPs) to colleges and faculty members.
- Built and maintained professional relationships with HODs and faculty members.
- Coordinated with colleges to organize faculty training programs.
- Generated leads through digital campaigns and college visits and handled follow-ups.

DIGITAL MARKETING INTERN

EpicVentures – UnitedArabEmirates

Dec 2025 – Mar 2026

- Supported project proposals by understanding client objectives and target audiences.
- Conducted keyword research for SEO and PPC campaigns.
- Performed social media, website, market, and competitor research.
- Planned content calendars and supported social media content strategy.
- Researched Google Ads keywords and assisted with live ad optimization.
- Explored AI-powered marketing tools and developed strategies for brand awareness and lead generation.

EDUCATION

Bachelor of Business Administration (BBA)

Manonmaniam Sundaranar University (MSU) | 2026 – Present

Diplomain Digital Marketing

Skillmount–Tirur, Kerala | 2025–2026

Higher Secondary – Computer Commerce

St.JosephHSS School,Kodencherry | 2023–2025

CERTIFICATIONS

- KHDA Approved in Digital Marketing Program – Skillmount (2025–2026), Tirur, Kerala
- Digital Marketing Internship – Epic Ventures, UAE

PROFESSIONAL LINKS

Portfolio: <https://mhdanzil.com>

LinkedIn: www.linkedin.com/in/muhammed-anzil-4402a2374