

# UMARUL FAROOQUE

## Digital Marketer

(5 years of experience)

### EXPERIENCE

#### Digital Marketing Executive

##### WebCastle Media Pvt Ltd

Ernakulam-Kochi, Kerala (June 2024 - Present. 1 yr 8 mo)

- Conducted detailed market, competitor, and product analysis during onboarding to build high-converting performance strategies aligned with client revenue goals.
- Developed and executed full-funnel paid media strategies across Meta Ads and Google Ads focused on lead generation, sales, and ROAS optimization.
- Managed monthly ad budgets ranging from ₹1L – ₹5L+, optimizing allocation to maximize ROAS and reduce Cost per Lead (CPL) by 20-35% through continuous testing.
- Launched and optimized Meta (Facebook & Instagram) campaigns including Lead Gen, Conversion, Remarketing, and Lookalike audience strategies.
- Executed and scaled Google Ads (Search, Display & Performance campaigns), improving Quality Score and reducing CPC through keyword refinement and ad optimization.
- Implemented advanced conversion tracking setup using:
  - Google Ads Conversion Tracking
  - GA4 (Google Analytics)
  - Microsoft Clarity (user behavior & heatmaps)
- Monitored and optimized core KPIs including:
  - Leads & Sales Volume
  - Conversion Rate
  - Cost per Lead (CPL)
  - Cost per Acquisition (CPA)
  - Return on Ad Spend (ROAS)
  - Budget Utilization Efficiency
- Conducted weekly lead quality reviews with clients and sales teams to refine targeting and improve sales-qualified leads.



### About Me

Results-oriented digital marketing executive with a deep passion for leveraging digital channels to drive brand awareness, increase customer engagement, and generate high-quality leads



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Mudickal P.o Perumbavoor,  
Ernakulam, Kerala. 683547

### HARD SKILLS

- Understanding Analytics & Effectiveness of Campaigns
- Web Designing (WordPress)
- Gathering Data For Research & Analysis
- Knowledge of SEO
- Keyword Research

### SOFT SKILLS

- Team Leadership
- Client Management
- Self Learning
- Interpersonal Communication

## SKILLS SUMMARY

Google Ads	<div style="width: 78%;"><div style="width: 78%;"></div></div> 78%
Meta Ads	<div style="width: 85%;"><div style="width: 85%;"></div></div> 85%
WhatsApp Marketing	<div style="width: 80%;"><div style="width: 80%;"></div></div> 80%
Email Marketing	<div style="width: 80%;"><div style="width: 80%;"></div></div> 80%

## LANGUAGE

- English
- Malayalam
- Tamil

## NATIONALITY

- INDIAN

## PASSPORT DETAILS

- Passport No : U5190163
- Date of Issue : 18/02/2020
- Date of Expiry : 17/02/2030
- Place of Issue : Cochin

## REFERENCE

- **Bobby Kuriakose**  
(Former Digital Marketing Head - **Webcastle Media**)  
(Former Assistant Manager - **EY** kochi)  
[+91 98460 88333](tel:+919846088333)

- Improved landing page performance by coordinating WordPress edits and CRO optimizations, increasing conversion rates by approx. 15-25%.
- Managed Shopify product campaigns & email automation using Shopify Email extensions to drive repeat purchases and abandoned cart recovery.
- Led cross-channel remarketing strategies across Meta & Google to improve retention and lower acquisition costs.
- Managed social media performance campaigns for MNC clients across Meta, LinkedIn Ads, TikTok Ads, Snapchat Ads, and X Ads.
- Took responsibility as Acting Team Lead (3-4 months), overseeing campaign strategy, budget scaling decisions, and performance monitoring for multiple client accounts.
- Prepared detailed monthly performance reports with actionable insights, scaling strategies, and growth projections.
- Collaborated with Sales & Operations teams to align paid campaigns with pipeline targets and revenue forecasts.

### **Asst. Digital Marketing Officer**

#### **Skyline Builders**

**Ernakulam - Kochi, Kerala (July 2023 - April 2024)**

- Use platforms like Meta and Google to generate high-quality leads and attain a strong ROI
- WhatsApp marketing using the tool LivProp
- Using various tools, such as Brevo and GoZen for Email marketing
- Analyse the traffic on the website using Google Analytics
- Used Microsoft Clarity to analyse consumer behaviour on the website and made improvements in accordance with the analysis
- Managing all of the company's social media accounts
- Website management
- CRM management as an admin role (Sell.Do)
- Coordinate with the SEO and Development team on a monthly basis and analyse the optimisation of our website
- Explored Taboola and Snapchat ads
- Monthly report of all digital campaigns
- Presale team managing

### **Digital Marketing Executive**

#### **Bramma IT Solutions**

**Infopark TBC - Kochi, Kerala (March 2022 - June 2023)**

- Create results-oriented campaigns in SEM and PPC with a low CPC
- Regularly manage the social media accounts of the clients.
- Work on WordPress Websites
- Done research for the client's social media creatives and provided designers with creative suggestions.
- Analyze digital marketing analytics reports and share insights with the team to develop optimization plans

## TELESALES EXECUTIVE

### Guzty App

Infopark - Kakkanad, Kerala (July 2021 - Oct 2021)

- Telesales
- Team Leader
- Taking additional duties and successfully managing multiple tasks like data entry, leads backup and application login approval.

## CERTIFICATION

- **DIGITAL MARKETING & Wordpress Development**

Avodha Institute  
2022

## EDUCATION

- **BACHELOR OF BUSINESS ADMINISTRATION**

Annamalai University  
2018 - 2021

- **DIPLOMA IN AIRPORT MANAGEMENT**

STED COUNCIL  
2018 - 2021

- **HIGHER SECONDARY EDUCATION**

BIO MATHS  
2017

- **SECONDARY EDUCATION**

SSLC  
2015

## DECLARATION

I hereby certify that, to the best of my knowledge, the facts listed above are accurate.

