

Mohammed Akther S

Digital Marketing Strategist

Coimbatore, Tamil Nadu, India | +91 98948 24198 | mohammedakther18@gmail.com

PROFESSIONAL SUMMARY

Digital Marketing Strategist with hands-on experience in social media marketing, paid advertising, SEO, content strategy, lead generation, and campaign management. Experienced in developing practical marketing workflows that improve brand visibility, audience engagement, and customer acquisition. Strong interest in combining creative content with performance-driven marketing.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager KA Strategist

04/2026 - Present
Coimbatore, Tamil Nadu, India

- Developed digital marketing strategies to improve brand visibility and customer acquisition across multiple client accounts.
- Planned and executed SEO, SEM, Meta Ads, Google Ads, social media, and email marketing campaigns.
- Managed content calendars, campaign workflows, creative requirements, and audience engagement across platforms.
- Analyzed campaign performance and used insights to refine targeting, content, and overall marketing effectiveness.

Freelance Digital Marketing & Content Writer Self-Employed

09/2024 - 11/2025
Coimbatore, Tamil Nadu, India

- Created social media content, scripts, captions, posters, and marketing assets for emerging brands, academies, and service-based businesses.
- Supported clients with content planning and digital presence initiatives tailored to their audience and business goals.

EDUCATION

Master's - Kuruksheera University
Currently pursuing master's degree.

07/2025 - 07/2027
Haryana, India

Certification Course - KGISL
Hands-on training and internship

12/2025 - 04/2026
Coimbatore, Tamilnadu, India

Bachelor's - Madurai Kamaraj University
Subramanya College of Arts and Science

06/2019 - 06/2022
Palani, Tamil Nadu, India

CORE SKILLS

- Developed digital marketing strategies to improve brand visibility and customer acquisition across multiple client accounts.
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- Managed content calendars, campaign workflows, creative requirements, and audience engagement across platforms.
- Analyzed campaign performance and used insights to refine targeting, content, and overall marketing effectiveness.

PROJECT / PORTFOLIO

Personal Portfolio: mohammedakther.com

LANGUAGES

Tamil - Fluent | English - Fluent