

# NIYAS MOHAMED

SENIOR DIGITAL MARKETER &  
SEO SPECIALIST

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## SUMMARY

Senior Digital Marketing Specialist & SEO Specialist with 3 years of hands-on experience driving impactful digital campaigns and improving organic visibility through advanced SEO strategies. Expertise in both on-page and off-page SEO, technical audits, keyword research, and authoritative link building. Proficient in using industry-leading tools such as SEMrush, Google Search Console, Google Analytics, Google Ads, and Facebook Ads to analyze performance and optimize marketing efforts. Experienced in web design and UX principles to support higher engagement and conversion rates. Skilled in crafting data-driven digital strategies that align with business objectives and deliver measurable results. Committed to continuous learning and contributing to the growth of forward-thinking, performance-driven organizations.

## SEO SKILLS

- On-Page SEO
- Off-Page SEO
- Technical SEO
- Keyword Research & Analysis
- Competitor Analysis
- Local SEO Optimization
- AEO ( AI )
- High DA Link Building

## DIGITAL MARKETING SKILLS

- PPC Campaign Management (Google Ads, Facebook Ads)
- Conversion Rate Optimization (CRO)
- Email Marketing & Automation
- Content Strategy & Marketing
- Social Media Marketing
- Web Analytics & Reporting (Google Analytics)
- Google Ad Manager ( GAM ) & Display video 360

## TECHNICAL & WEB SKILLS

- Basic HTML, CSS for SEO fixes
- LCMS Management (WordPress, Shopify)
- Website Performance Optimization (Page speed, Mobile responsiveness)
- UX/UI Best Practices ( Figma )

## WORK EXPERIENCE

### Digital Marketing (SEO) Team Lead - (Guires Solutions Pvt ltd)

| Chennai | May 22 ( 2025 ) - Present

#### Key Responsibilities & Achievements:

- Conducted quality checks (QC) for SEO Executives and Interns to ensure high-quality backlink profiles.
- Maintained and updated daily KPI metrics tracker to monitor team and individual performance.
- Guided and mentored junior SEO analysts, ensuring consistent delivery of SEO best practices and quality outputs.
- Identified daily backlink sources by analyzing competitor websites for link-building opportunities
- Performed in-depth keyword research, competitor analysis, and technical SEO audits to enhance website performance.
- Collaborated with internal content, design, and development teams to execute on-page and off-page SEO strategies.
- Monitored, analyzed, and reported SEO performance using tools like Google Analytics 4 (GA4),

Google Search Console (GSC), SEMrush, Ahrefs, and Screaming Frog.

## WORK EXPERIENCE

### **DIGITAL MARKETING SPECIALIST - ( Brandwise Marketing Solutions Private Limited )**

| Chennai | June 2023 - April 2025 )

#### *Key Responsibilities & Achievements:*

- Implemented comprehensive on-page SEO strategies, including meta tag optimization, keyword-driven content structure, URL optimization, and internal linking to enhance search rankings and user engagement.
- Conducted in-depth keyword research using tools such as SEMrush and Google Keyword Planner to identify high-value keywords for content optimization and strategic planning.
- Executed off-page SEO techniques such as backlink acquisition, directory submissions, guest posting, and social bookmarking to strengthen domain authority and search engine presence.
- Monitored website traffic, user behavior, and performance trends using Google Analytics and Google Search Console, delivering regular reports to drive data-backed improvements.
- Managed and optimized Google Ads campaigns with a focus on keyword strategy, bid management, ad copywriting, and performance analysis to increase conversions and ROI.
- Launched and managed Meta Ads (Facebook & Instagram) campaigns, targeting specific audiences through detailed segmentation and A/B testing to maximize reach and engagement.
- Oversaw LinkedIn company page, driving B2B visibility through content scheduling, follower engagement, and audience insights.
- Managed Instagram business page, including content planning, reels creation, and performance tracking to grow brand presence and follower base.
- Published weekly blog posts aligned with SEO strategies and industry trends to improve organic traffic and support content marketing goals.
- Planned and directed product and brand videography and photography shoots, ensuring consistent and high-quality visual branding.
- Collaborated with web designers and developers to improve website structure, UX/UI design, mobile responsiveness, and technical SEO compliance.
- Led and mentored a team of junior digital marketers and SEO executives, delegating tasks, reviewing performance, and providing training and guidance to ensure high-quality deliverables and continuous skill development.

## WORK EXPERIENCE

### **DIGITAL MARKETING EXECUTIVE - ( Niya Technologies Pvt Ltd )**

| Coimbatore | 2022 - 2023)

#### *Key Responsibilities & Achievements:*

- Developed and implemented effective SEO strategies to improve clients' overall visibility in search engines, including comprehensive keyword research and recommendations to target high-converting terms.
- Managed the end-to-end process of digital ad campaign creation for clients, including:
  - Audience research and segmentation
  - Ad set structuring
  - Concept creation and ad copywriting
  - A/B testing for performance optimization
  - Creative asset review and approval
- Campaign performance monitoring and detailed reporting
- Monitored campaign budgets and key metrics across Facebook Ad accounts, making data-driven adjustments to improve ROI and campaign efficiency.
- Successfully managed multiple Facebook Lead Generation campaigns, consistently generating 50+ qualified leads per month through strategic targeting and ad optimization.

## EDUCATION

**RVS institute Of Management Studies & Research Coimbatore**  
**Master's Degree in ( MBA - HR & DIGITAL MARKETING ) 2021 - 2023**

**Annai College Of Arts & Science, Kumbakonam**  
**Bachelor's Degree in ( B.com ) 2019 - 2021**

## TOOLS

- SEMrush
- Google Analytics (GA4)
- Ubersuggest
- Surfer SEO
- Ahrefs
- Google Keyword Planner
- Google Data Studio
- Google Tag Manager
- Moz Pro
- Screaming Frog SEO Spider
- PageSpeed Insights
- GTmetrix
- Google Search Console
- Yoast SEO / Rank Math
- Canva / Capcut
- ChatGPT / AI Tools