

ANEES M

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing professional skilled in SEO, social media marketing (LinkedIn, Twitter, Facebook), Meta Ads, Google Ads, email and affiliate marketing. Experienced in creating data-driven strategies, engaging content, and brand-focused designs. Proficient in campaign analysis, optimization, and driving measurable growth and ROI.

WORK EXPERIENCES

Senior Data Analyst

New York, NY | 2022 – Present

- Led development of automated reporting pipelines, reducing manual reporting time by 45%.
- Built interactive dashboards used by executive teams to track KPIs across marketing and sales.
- Conducted deep-dive analyses that revealed customer churn patterns, improving retention strategies.
- Presented analytical findings to stakeholders with actionable recommendations on a monthly basis.

Digital Marketer

Brooklyn, NY | 2019 – 2022

- Developed data-driven strategies to improve campaign performance, increasing engagement and conversions
- Collaborated with cross-functional teams to define KPIs, optimize funnels, and enhance user journeys
- Analyzed and structured marketing data to generate actionable insights and support business growth

EDUCATION

SSLC

GVHSS Kanhangad South,
2021-2022

Higher Secondary

GHSS Hosdurg, 2022-2024

CERTIFICATIONS & COURSES

- Meta Certificates
 - Professional Diploma in Digital Marketing
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PROJECTS

Portfolio: <https://aneesdigitalmarketer.in/>

- Developed and launched a personal portfolio website to showcase digital marketing services including SEO, SMM, and paid advertising
- Implemented on-page SEO techniques (keyword optimization, meta tags, site structure) to improve search visibility
- Designed user-friendly UI and branding elements to enhance engagement and user experience
- Integrated lead generation strategies such as contact forms and clear CTAs
- Optimized website performance and mobile responsiveness

HARD SKILLS

- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Google Ads & PPC Campaign Management
- Meta Ads (Facebook & Instagram Ads)

SOFT SKILLS

- Communication Skills
- Analytical Thinking
- Creativity & Innovation
- Problem-Solving
- Time Management