

ABDUS SAMIE KHAN

Digital Marketing Professional — SEO — SEM — Social Media
Content Marketing — Analytics

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Summary

Versatile digital marketing professional with experience across performance marketing, SEO, social media management, content creation, analytics, and website management. Skilled in supporting growth through both paid and organic channels, with hands-on involvement in campaign execution, brand building, and website design. Managed Google Ads and Meta Ads campaigns with total spend exceeding 20 lakh, generated 100–200+ leads per month on active campaigns, and improved campaign efficiency through better targeting and optimization.

Skills

Search Engine Optimization (SEO), Search Engine Marketing (SEM), Performance Marketing, Social Media Marketing, Social Media Optimization (SMO), Content Marketing, Content Creation, Copywriting, Lead Generation, Campaign Management, Ads Analytics, Brand Building, Website Management, CRM, Training and Mentoring

Tools

Google Ads, Google Analytics 4, Google Tag Manager, Google Search Console, Google Merchant Center, Meta Ads Manager, Meta Business Suite, SEMrush, Ahrefs, HubSpot, Zoho CRM, Mailchimp, WordPress, Elementor, Canva, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, CapCut, Hootsuite, ChatGPT

Experience

Digital Marketing Manager **March 2026 – Present**
Linguistic Excellence by AEXL, Dubai, UAE *Remote*

- **Handled complete digital marketing for the Linguistic Excellence branch**, including website creation, organic growth, and paid marketing support.
- **Handled complete social media and online presence** and content layout.
- **Managed SEO, social media, and ad campaigns** to support visibility and lead generation.

Digital Marketing Manager **January 2025 – Present**
AEXL Algebra Excellence, Dubai, UAE *Remote*

- **Managed digital marketing across paid and organic channels** to support growth and lead generation.
- **Ran Google Ads and Meta Ads campaigns** with total spend exceeding 15 lakh, including a 5 lakh campaign.
- **Generated 100–200+ leads per month and improved CTR and CPC** through better targeting and creatives.
- **Improved organic traffic by 30–60 percent** through SEO and content updates.

Digital Marketing Sr.Executive / Instructor **October 2023 – November 2025**
ZeeTech Inovations, Maharashtra, India

- **Led SEO, social media, and content marketing** activities to support visibility and engagement.
- **Created and maintained content calendars**, for regular posting and communication.
- **Trained multiple batches on digital marketing** tools, strategies, and practical execution.

Certifications

- **Master Digital Marketing Course – Udemy**
- **Data Analysis Course – Zeetech Academy**
- **Python Backend Development Course – Zeetech Academy**

Education

B.Sc. Information Technology **Graduated: 2020 – 2023**
Somaiya Vidyavihar University, Vidyavihar