



HASSAN KHAN

DIGITAL MARKETER

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Skills



About Me

I'm a Digital Marketing professional with 4+ years of experience helping brands in an ever-changing digital world. My experience goes beyond SEO, covering digital strategy, AI visibility, performance marketing and email marketing.

I enjoy understanding how people discover and engage with brands across search engines, social media and AI platforms, and turning those insights into practical marketing strategies. I like to look beyond my own campaigns – I study what competitors are doing across different platforms, understand what's working for them, find the gaps, and turn those insights into strategies that can help a brand grow.

Education

- 2022 Rizvi College - B.Com
- 2019 Millat Junior College - HSC
- 2017 Millat High School - SSC

Personal Details

Date Of Birth: 27/09/2001
Gender: Male
Marital Status: Single
Languages: English & Hindi

Experience

SEO Specialist & performance marketing - Jan 25

Greysell - Present 1 year

- Optimized Google Search ads, Meta Ads and LinkedIn ads including Reels boosts, job campaigns, Awareness campaign and Lead gen Campaign etc, driving higher conversions and engagement for both clients and in-house projects.
- Handled complete SEO operations—from website structure, on-page and technical optimization, to off-page activities, AI search optimization—using tools like Ahrefs and Semrush.
- Executed end-to-end email marketing campaigns using Apollo and MailerLite, managing targeting, automation, and performance analysis.
- Contributed to social media marketing and business growth strategy by identifying underperforming areas, suggesting new opportunities, and improving overall digital performance.

SEO Specialist - Nov 23 - Nov 24

Socio Maven Media - Full Time & 1 year

- Independently handled end-to-end SEO projects, including strategy, execution, performance tracking, SEO reporting.
- Managed paid search campaigns for hotel, real estate, and dental clinic clients.
- Run a SmartGen campaign for Banzi Hospitalise, achieving a 55% increase in calls and reviews.

Digital Marketing Intern (Mar 23 - Oct 23)

HomoeoCARE - Full Time 8 Months

- Managed blog submissions, keyword research, and competitor analysis using Ahrefs and Ubersuggest.
- Performed website analysis and competitor backlink audits to improve SEO performance.
- Executed Facebook ad campaigns for the Vashi Clinic branch and optimized YouTube SEO.
- Focused on lead-generation keywords like "online homeopathic clinic", achieving a 40% increase in patient leads through SEO.

SEO Executive (Feb 22 - Feb 23)

Macksofy Tech - Full Time 1 year

- Conducted local SEO optimization to improve visibility on Google Maps and local search results.
- Performed website audits to identify on-page and technical SEO issues.
- Implemented on-page SEO strategies including meta tags, internal linking, and content optimization.
- Analyzed performance using Google Search Console and ubersuggest SEO tools.

Strengths

I am a good team player. I can adapt to different situations and people, I am very hard working and smart thinking man.

Courses

Windows: 2007, 2010, 2011 MS-Word, MS-Office, MS-Power Point, MS-Excel & Tally

Digital Marketing
WordPress, SEO, PPC, Social Media, Marketing Analytics & Canva

Projects

- Digital marketing

Worked with Global Tourist Centre as a Digital Marketing Strategist, planning and executing campaigns for business growth, international customer acquisition, and brand visibility. Managed SEO, content, competitor research, performance marketing, retargeting, and campaign strategy, while also suggesting offline initiatives like B2B travel partnerships and hotel collaborations.

Website Name: www.globaltouristcentre.com

- Web Development & SEO - Current Present

Pictorzo is an images website. It is managed by me and my friend, he creates images and I handle the web development, SEO and social media.

Website Name: www.pictorzo.com