

SADDAM ADIL

Global Digital Marketing Professional | Google & Meta Certified

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PROFESSIONAL SUMMARIES

Performance-driven Digital Marketing Executive with 6+ years of expertise in executing omnichannel marketing strategies across chemical, FMCG, IT, education, and e-commerce sectors. Proven ability to scale SEO rankings, optimize PPC performance, and drive double digit ROI gains through data-backed campaigns. Adept at leveraging tools like Google Ads, Meta Suite, SEMrush, and Klaviyo to drive engagement, customer acquisition, and brand visibility. Multilingual and experienced in leading cross-functional teams in global markets.

WORK EXPERIENCE

Senior Digital Marketing Executive

Crest Group (Parent Company)

Aug '22 — Present

Ahmedabad, India

Spearheading end-to-end digital marketing strategy across SEO, SEM, social media, content, and performance marketing to drive brand visibility, generate high-quality leads, and deliver measurable ROI growth across all digital channels

- ✦ Increased industrial organic traffic by 20% through multilingual SEO (English/Arabic) and technical audits.
- ✦ Ranked 50+ niche keywords by publishing technical whitepapers in collaboration with R&D.
- ✦ Reduced CPL by 10% using LinkedIn Ads and Google Display Network retargeting and boosted Instagram engagement by 10% via micro-influencer campaigns, improving e commerce revenue by 5%.
- ✦ Managed ₹30K/month Meta Ads budget with .70x ROAS; led festive campaigns, 100K+ impressions & 5% increase in conversions.

Digital Marketing Executive

OCDS Advertising PR Ltd.

Sep '21 — Aug '22

Mumbai, India

Executed and optimized multi-platform digital campaigns—including Google Ads, Meta, and content marketing—to enhance client brand positioning, boost engagement rates, and ensure campaign KPIs are consistently achieved within budget and timeline

- ✦ Designed and executed digital campaigns for 6 clients including VijayBhoomi University & Signature Smile.
- ✦ Increased lead generation by 35% through integrated SEO, SEM, and social media strategies.
- ✦ Lowered CPC by 18% while increasing CTR by 22% via Google Ads optimizations.
- ✦ Improved engagement by 20% through strategic content calendars and design collaboration.

Digital Marketing Executive

M A Trading Inc.

Nov '20 — Sep '21

New Delhi, India

- ✦ Spearheaded SEO & PPC campaigns for MAT Living (India/USA), improving keyword ranking for 150+ keywords.
- ✦ Achieved 25% CAC reduction via targeted ad A/B testing across Google and Bing platforms.
- ✦ Collaborated with 10+ influencers, growing affiliate revenue by 35% for home furnishing brands.

EDUCATION

B.Sc. in Physics, Aligarh Muslim University

2012 — 2015

Aligarh, India

Diploma in Digital Marketing, Delhi School of Internet Marketing (DSIM)

2016

Delhi, India

Diploma in Computer Applications, MJPRU

2015

India

Diploma in Urdu Language, NIUL

2014

India

CERTIFICATIONS

Google Ads Search Certification, Google in 2019

HubSpot Content Marketing Certified, HubSpot in 2020

Meta Blueprint Certification, Meta in 2020

SIGNIFICANT ACCOMPLISHMENTS

Displayed excellence increasing organic traffic by 60% for MAT Living USA through SEO optimization.

Essayed a stellar role in reducing customer acquisition cost (CAC) by 25% via Google Ads campaign restructuring.

Boosted social media engagement by 40% by implementing data-driven content strategies for Signature Smile Digital Solutions

Immense success in launching 6+ successful client projects, driving an average of 20% 2022-2023 revenue growth.

KEY IMPACT AREAS

Digital Marketing Skills SEO/SEM, PPC Campaigns, Social Media Strategy, Content Marketing, Email Automation

Analytics and Optimization Data Analytics, CRO, Performance Marketing

Tools and Platforms Google Ads, Meta Business Suite, SEMrush, Ahrefs, Google Analytics, WordPress, Shopify, Mailchimp, Klaviyo

Project Management Executed end-to-end digital projects, Managed global campaigns

LANGUAGES

English, Hindi & Urdu