

MOHAMED RAFEEL.M

8838382243

mrafeekfahad@gmail.com

www.linkedin.com/in/mohamed-rafeel-m

Professional Summary:

- Salesforce certified marketing cloud professional with over 5+ years of experience in the digital Marketing industry. Proven ability to design, build, and implement Salesforce Marketing Cloud solutions that improve customer engagement and increase ROI. Experienced in working with a wide range of businesses, from small startups to large Fortune 500 companies.

Professional Experience:

Salesforce, Inc. Hyderabad

Dec 2021 – July 2022

Salesforce Marketing Cloud Engineer

- Provided Marketing cloud technical support and assisted global customers to set up customer journeys.
- Supported our customers to create and execute Email marketing campaigns using the marketing cloud's Email Studio.
- Used HTML, CSS, AMP Script, and other technologies to build customized solutions that support critical business functions.
- Supported our customers in creating Email templates in content builder and guided them for Email tracking.
- Monitored automation in Automation Studio and was responsible to enhance the system by implementing data retention methods.
- Created different data extensions and associated them with different campaigns.
- Wrote Complex SQL Queries to find information about the campaigns and subscriber data.
- Assisted in building journeys in Journey builder for campaigns that are by the business team.

Techmango Technology Services, Madurai

Jan 2019 – Nov 2021

Digital Marketing Executive,

- Led successful Google Ads campaigns to increase web traffic by developing and executing SEO and paid search strategies, resulting in a 20% increase in organic traffic and a 2x return on investment (ROI) for paid search.
- Social media strategy: Developed and executed a social media strategy that generated a 30% return on investment.
- Implemented On-page & Off-page SEO by increasing the website's rank on Google and maintaining an average of 250 hits per day.

Samsaj InfoTech, Tiruchirappalli

Nov 2016- Jan 2019

Digital Marketing Executive,

- Maintained creative social media posting and handled social media queries.
- Researched and analyzed competitor websites and advertising links to gain insight into new strategies.
- Maintained Google and Bing Webmaster Tools accounts and monitored for crawling and indexing issues.
- Tracked social media trends and adapted them to attract the target follower demographic. Assisted in managing corporate social media channels.

Licenses & certifications:

- Salesforce Marketing Cloud Administrator
- Salesforce Certified Marketing Cloud Email Specialist
- Salesforce Trailhead Ranger
- Fundamentals of digital marketing - Google Certification
- Hubspot Inbound Marketing

Technical Skill Expertise:

Salesforce Marketing Cloud (ExactTarget):

- Email Studio, Mobile Studio, Web Studio, Social Studio, Advertising Studio, Automation Studio, Journey Builder, Query Studio, SQL, and AMP Script.

Digital Marketing:

- Search Engine Optimization (SEO), Social Media Marketing (SMM), and Paid Ads (Google, Facebook, Instagram, LinkedIn, Twitter, Quora, Reddit).

Hands-on Tools:

- Google Analytics, Tag Manager & Webmaster Tool, Google Keyword Planner, Ahrefs & Zoho Tools, Semrush, Hubspot & other SEO Tools, Salesforce Marketing Cloud, Grammarly & Other content creation Tools, and CMS (WordPress, Shopify & Drupal)

Education:

J.J College of Engineering and Technology, B.Tech (Information Technology), 2012-2016.