

MOHAMMED SHAFEEQ EK

Digital Marketing Specialist | Performance Marketing | Social Media | Content & Growth

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PROFESSIONAL SUMMARY

Digital Marketing professional with hands-on experience in performance marketing, Meta Ads, social media marketing, content strategy, e-commerce, lead generation, and personal branding. Completed a six-month AI-Integrated Digital Marketing course at HACA, Calicut, with practical exposure to AI-assisted marketing workflows and tools.

At IPH Books, grew Instagram followers from 2,000+ to 5,500+ and increased WhatsApp book purchases by 600% through content strategy and a simplified direct-to-customer ordering journey. Multilingual communicator (English, Malayalam, Arabic, French, Hindi, Urdu) skilled in content localization and audience-focused messaging.

CORE COMPETENCIES

Digital Marketing Strategy | Performance Marketing | Meta Ads (Facebook & Instagram) | Social Media Marketing | Content Strategy & Planning | Lead Generation | Customer Acquisition | Conversion Optimization | E-commerce Marketing | Campaign Management | Audience Research | Funnel Strategy | Personal Branding | LinkedIn Marketing | SEO Coordination | Influencer Marketing | Landing Page Strategy | AI-Assisted Marketing | Marketing Analytics & Reporting | A/B Testing | Brand Strategy

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | IPH Books

May 2026 – Present

Kozhikode, Kerala

- Lead digital marketing and growth across social media, content, paid advertising, influencer marketing, and e-commerce.
- Grew Instagram community from **2,000+ to 5,500+ followers** through consistent content planning and audience-focused strategy.
- Increased WhatsApp book purchases by **600%** by developing and promoting a simpler direct-to-customer ordering journey.
- Plan and manage monthly content calendars covering books, authors, Islamic literature, seasonal campaigns, and community storytelling.
- Plan and execute Meta Ads campaigns for awareness, engagement, book promotion, and conversions.
- Coordinate with SEO specialists to improve website content, categories, structure, and search visibility.
- Identify and collaborate with influencers and content creators for targeted book promotions.
- Develop campaign concepts for book launches, user-generated content, and reader engagement.
- Contribute to website redesign strategy focused on UI/UX, book discovery, navigation, and e-commerce experience.

Online Marketing Associate | terdangle

July 2026 – Present

Kozhikode, Kerala

- Develop and execute digital marketing strategies focused on customer acquisition, lead generation, and business growth.
- Plan, launch, monitor, and optimize Meta Ads campaigns across Facebook and Instagram.
- Conduct audience research, customer journey mapping, and marketing funnel planning.
- Optimize campaigns through A/B testing, budget allocation, and performance analysis.
- Track campaign KPIs and prepare performance reports to support data-driven decisions.
- Collaborate with creative teams on ad creatives, landing pages, and marketing assets.
- Tools: Meta Ads Manager, Meta Business Suite, GA4, Google Tag Manager, Meta Pixel, Shopify, WordPress, Looker Studio, Canva, Excel, AI marketing tools.

Founder | ProperLin

August 2026 – Present

Kozhikode, Kerala

- Building a LinkedIn profile optimization and personal branding service for professionals and job seekers.
- Analyze CVs and LinkedIn profiles to identify positioning, keyword, and search visibility opportunities.
- Conduct one-to-one LinkedIn guidance sessions covering profile optimization, content strategy, and personal branding.

- Apply digital marketing principles to build and market a service business from the ground up.

Co-Founder | Defau.Studio

March 2026 – Present

[City, State]

- Co-founded an AI-powered digital marketing and branding agency serving Kerala businesses, Indian D2C brands, and GCC-focused markets.
- Contribute to growth strategy, client relationships, digital marketing planning, and AI-assisted marketing systems.

Subtitle Editor | Graphikpro Translations

November 2025 – Present

Kerala, India

- Performed Malayalam subtitle linguistic and technical quality control for **Beast Games – Season 2**.
- Verified semantic accuracy, cultural localization, grammar, punctuation, and terminology.
- Handled subtitle timing, cue alignment, and frame-accurate synchronization to OTT standards for readability, character-per-line, and reading speed.

Content Writer & Research Intern | Timeline Daily

April 2024 – June 2024

Kozhikode, Kerala

- Researched current events and social issues and produced structured articles for online publication.
- Conducted fact-checking and collaborated with editorial teams to refine content before publication.

EDUCATION & CERTIFICATIONS

AI-Integrated Digital Marketing Course (6 months) | HACA, Calicut

2026

Junior French Diploma, French Language and Literature | Osmania University

June 2024 – June 2025

BA Psychology | IGNO University

June 2020 – May 2024

Wafy Integrated Degree | Coordination of Islamic Colleges

June 2016 – May 2024

SKILLS & TOOLS

Advertising: Meta Ads Manager, Meta Business Suite

Analytics & Tracking: Google Analytics 4 (GA4), Google Tag Manager, Meta Pixel, Looker Studio

Platforms: Shopify, WordPress

Creative & Productivity: Canva, Microsoft Excel

AI: ChatGPT and AI-powered marketing tools

Marketing: SEO, Social Media, Content Marketing, E-commerce, Lead Generation, Conversion Optimization

LANGUAGES

English – Full Professional Proficiency | **Malayalam** – Native | **Arabic** – [Proficiency Level] | **French** – [Proficiency Level]
| **Hindi** – [Proficiency Level] | **Urdu** – [Proficiency Level]