

**SHAIK MUSKAAN** +91 9704620975 | shaikmuskaan077@gmail.com

## **PROFESSIONAL SUMMARY**

A results-driven and analytical Digital Marketing professional with hands-on experience in managing Meta Ads and Google Ads campaigns. As an intern at MBL Technologies, successfully managed paid advertising for multiple clients in the skincare, fashion, and education sectors. Combines a strong B.Tech background with data analysis skills (Tableau, Excel) to develop data-informed marketing strategies, optimize campaign performance, and maximize ROI.

## **SKILLS**

- **Digital Marketing:** Meta Ads (Facebook & Instagram), Google Ads, Content Writing, Audience Research & Targeting, Pixel & Tracking Setup, Budget Management, A/B Testing, Reporting & Analysis, Market Research.
- **Technical Skills:** Machine Learning, Data Analysis, Data Visualization, Tableau, MS Excel, Cloud Security Concepts.

## **PROFESSIONAL EXPERIENCE**

**Digital Marketing Intern | MBL Technologies** | [Start Month, Year] – [End Month, Year]

- Managed end-to-end digital marketing campaigns for a diverse portfolio of clients including **Neo Skin Care**, **Mudhra Designers**, and **Wonder Kids**.
- Conducted in-depth audience research and market analysis to identify and target high-intent customer segments, ensuring optimal ad delivery.
- Implemented and managed tracking pixels (e.g., Meta Pixel) to monitor user behavior, track conversions, and enable effective retargeting campaigns.
- Managed and optimized advertising budgets across platforms to maximize Return on Investment (ROI) and minimize cost-per-acquisition (CPA).

- Developed and presented regular performance reports, analyzing key metrics (CTR, CPC, Conversion Rate) to derive actionable insights and guide future strategy.

## **PROJECTS**

### **☐ Website Development: Celebrano (Event Management Platform) |** *Ongoing*

- Currently developing a fully functional event planning and services website from scratch using the WordPress platform.
- Responsible for theme customization, plugin integration (for SEO, contact forms, etc.), and ensuring a responsive, mobile-first design.
- Designing the user interface (UI) and structuring website content to optimize user experience (UX) and effectively showcase services.

### **☐ Health Risk Assessment using Machine Learning Classifiers on Wearable IoT Devices**

- Developed a predictive model to assess health risks by analyzing data from wearable IoT devices, demonstrating strong analytical and machine learning capabilities.

### **☐ Visualization Techniques to Analyse the Symptoms of Bronchogenic Carcinoma**

- Utilized data visualization tools to analyze complex medical data, identifying key patterns and trends in symptoms to aid in early detection analysis.

### **☐ Enhancing Cloud Data Security and User Anonymity**

- Designed a robust authentication framework to protect cloud data and ensure user anonymity, showcasing skills in security protocols and data protection.

## EDUCATION

- **St. Martin's Engineering College**, Hyderabad | [2025]
  - B.Tech in [Your Stream, e.g., Computer Science and Engineering]
  - CGPA: 8.1/10.0
- **Sri Chaitanya Junior Kalashala**, Hyderabad | [2021]
  - Intermediate | Percentage: 91%
- **Ravindra Bharathi School**, Hyderabad | [2019]
  - SSC | CGPA: 10.0/10.0

## CERTIFICATIONS & PUBLICATIONS

- **Deloitte Australia Data Analytics Job Simulation on Forage** (May 2025)
  - Completed a job simulation involving data analysis and forensic technology, creating a data dashboard using Tableau and classifying data using Excel.
- **Publication:** "INSTA ORDER: A METHODOLOGY TO BOOK YOUR ORDER THROUGH INSTAGRAM"
  - Paper ID: ICCIASH-2022/528
- **Publication:** "Health Risk Assessment using Machine Learning Classifiers on Wearable IoT"
  - Paper ID: ICIRTCS-24-037
- **Udayan Shalini Fellowship**

## DECLARATION

I hereby declare that the information provided above is true and correct to the best of my knowledge.

Shaik vali basha. 9989424975. Old alwal police station

