

Mohammed Abdul Irfan

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Personal Summary

I am a goal-oriented and experienced Digital Marketing Specialist, more than One year Six Month of work experience in driving measurable results, linguistic diversity, and experience in SEO, paid media, and content marketing. I am a student in an MSc in Management Digital Marketing with Professional Development Planning at BPP University and my MSc course is helping me to apply my education to business growth in practice. My specialization is in creating data-based initiatives, search engine optimization, and running specific data-based advertising campaigns on Meta and Google. Currently, working in both my countries, the UK, and India has given me well-rounded experience working at different markets and now I would like to utilize my experience to work in a visionary organization as a Digital Marketing Executive.

Key Skills and Abilities

- SEO (On page and off page)
- Google Ads, Facebook/Instagram Ads
- Google Analytics, Meta Business Suite
- CMS management, WordPress
- Email marketing/ automation tools

Education and Qualifications

MSc Management Digital Marketing with Professional Development Planning (18 months)

BPP University, London, United Kingdom | Mar 2024 - 2025

Bachelors of Commerce (Computer Applications)

Osmania University, Hyderabad, India | 2014 - 2017

Work Experience

Digital Marketing Specialist - Freelance

London, UK | Mar 2024 – Sep 2025

- Handled full-service paid ad campaigns that improved the client lead generation by more than 30%.
- Provided on-page optimizations and SEO audits that increased organic traffic by 30 percent.
- Produced and published social media posts within brand specifications of clients.
- Monitored KPIs in the campaigns and showed monthly performance reports.

Marketing Assistant - Kenz Builders and Developers

Hyderabad, India | May 2018 - Jun 2023

- Conducted cross-channel digital marketing promotions such as SEO, social media and email.
- A higher level of interest on the webpage due to specific Facebook and Instagram advertisement packs.
- Produced periodic reports on analytics of the business plans.

Hobbies and Interests

Photography, Video Shooting and Editing, Exploring Digital Marketing Trends.