

MUHAMMED RINSHAD K

DIGITAL MARKETING EXECUTIVE

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Summary

Entry-level Digital Marketing and Graphic Design professional with hands-on internship experience supporting live campaigns across branding travel tourism and education sectors. Skilled in social media management content creation SEO basics SEM concepts WordPress websites and visual design tools. Contributed to campaign execution market research analytics tracking and creative development improving engagement and brand visibility. Known for adaptability collaboration and quick learning with strong attention to execution quality. Seeking a Digital Marketing role in the UAE to support growth focused teams with creative and analytical contributions.

Professional Skills

Digital marketing fundamentals, social media management, content marketing, graphic design basics, SEO fundamentals, SEM concepts, WordPress management, campaign execution, market research, analytics tracking, creative ideation, visual communication, branding support, time management, teamwork, adaptability and multilingual communication text and languages

Work History

WAFAE GROUP

Junior Digital Marketing Intern | Calicut, India | Sep 2025 - Oct 2025

- Supported digital marketing campaigns by assisting planning execution and performance tracking across branding travel tourism and education projects ensuring timely delivery and alignment with strategic objectives.
- Conducted market research competitor analysis and trend monitoring to support data driven decisions improve targeting strategies and enhance campaign relevance across multiple digital platforms.
- Created optimized social media content visuals and captions while assisting SEO implementation improving engagement reach and consistency across Instagram Facebook and website channels.
- Assisted with WordPress website updates basic on page optimization and content uploads ensuring improved usability accuracy and alignment with brand communication standards.
- Monitored campaign metrics engagement reach and traffic using basic analytics tools contributing insights for performance reporting and iterative campaign improvements.
- Applied digital marketing tools efficiently while completing assigned tasks accurately within defined timelines.
- Collaborated with senior marketers designers and content teams maintaining clear communication adaptability and professionalism while supporting multiple concurrent digital initiatives.

Education

Higher Secondary

Board of Higher Secondary Examination | Kerala, India | Mar 2024

SSLC

Board of Public Examination | Kerala, India | 2022

Certifications

- Advanced Certificate in Digital Marketing – ADSIN The Learning Hub, 2025
- Graphic Design Course – ADSIN The Learning Hub, 2025

Language

Malayalam, English