# FAVAS MUHAMMED

**PERFORMANCE MARKETING SPECIALIST**

Nilambur, Kerala, India | +91-99468 26881 | fmhdpk@gmail.com | linkedin.com/in/favasmhd

## PROFESSIONAL SUMMARY

Performance Marketing Specialist with 5+ years of digital marketing experience, specialising in paid social campaigns, lead acquisition, conversion measurement, campaign optimisation, marketing analytics, WhatsApp marketing, and automation. Currently working within the EdTech sector, managing campaigns designed to generate student enquiries, qualified leads, and course enrolments. Experienced in using CPL, CTR, CPM, lead quality, and conversion data to evaluate campaign performance and improve acquisition efficiency. Technical strengths include Google Analytics 4, Google Tag Manager, server-side tracking, WhatsApp automation, CRM platforms, and marketing automation workflows.

## PROFESSIONAL EXPERIENCE

**Skilzon** — Performance Marketing Specialist *2025 – 2026*

- Drive performance marketing for an EdTech business with a focus on student enquiries, qualified leads, and course enrolments.
- Manage Meta advertising campaigns for course promotion, lead generation, and student acquisition.
- Build, launch, monitor, and refine campaigns using CPL, CTR, CPM, lead volume, and conversion performance as key measures.
- Review campaign and lead data to uncover opportunities for stronger acquisition efficiency and conversion results.
- Adjust targeting, creative strategy, campaign structures, and budgets according to performance insights.
- Work closely with creative and admissions teams to connect advertising activity with course offerings, lead quality, and enrolment goals.
- Use WhatsApp marketing and automation platforms to support lead communication and nurturing.
- Contribute to the student journey through LMS setup, course administration, and learner onboarding.
- Apply campaign and marketing data to guide performance decisions and ongoing optimisation.

**ThoughtFox Brand Strategies** — Digital Marketing Executive *2023 – 2025*

- Oversaw digital marketing work involving Meta advertising, conversion measurement, analytics, and WordPress.
- Delivered Meta campaigns aimed at generating leads, expanding audiences, and increasing brand reach.
- Set up Google Tag Manager and Google Analytics to measure campaigns and conversions.
- Used WATI, Interakt, and AiSensy for WhatsApp communication, lead engagement, and marketing automation.
- Evaluated campaign and website data to identify areas for improvement.
- Built and optimised WordPress websites with attention to performance, conversion, and user experience.
- Worked with creative and marketing teams to deliver campaigns across multiple client accounts.

**Cybrosys Technologies** — SEO Analyst *2022 – 2023*

- Worked on improving organic search performance through technical SEO, website optimisation, analysis, and link-building.
- Utilised Google Analytics, Google Search Console, Ahrefs, Moz, and Google Tag Manager for analysis, reporting, and optimisation.
- Managed backlink and link-building initiatives to strengthen search visibility.
- Optimised websites for search visibility and overall performance.
- Used website and analytics information to identify opportunities for stronger organic results.

**Bestway Exims** — Digital Marketing Executive *2021 – 2022*

- Managed digital marketing and social media initiatives aimed at improving brand visibility, audience engagement, and reach.
- Executed digital campaigns and tracked their performance across social platforms.
- Produced and managed content around brand and campaign objectives.
- Trained and supported new team members to maintain consistent campaign execution and messaging.

## EDUCATION

**Bachelor of Commerce** — Calicut University
*2016 – 2019*

**Diploma in Search Engine Optimisation** — Keltron Knowledge Centre
*2019 – 2020*

## PERFORMANCE MARKETING SKILLS

- Meta Ads and campaign management
- Lead generation and student acquisition
- Campaign planning and optimisation
- Audience targeting
- Creative and campaign testing
- CPL, CTR and CPM analysis
- Conversion rate optimisation
- Conversion tracking
- Google Analytics 4
- Google Tag Manager
- Marketing analytics
- Performance reporting
- Server-side tagging
- WhatsApp marketing
- Lead nurturing
- Marketing automation

## TOOLS & TECHNOLOGIES

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|---|---|
| **Advertising & Analytics** | Meta Ads Manager, Google Analytics 4, Google Tag Manager, Looker Studio |
| **Lead Management & WhatsApp Automation** | LeadSquared, WATI, Interakt, AiSensy, Pabbly, n8n |
| **EdTech & LMS** | Learnyst |
| **Project Management** | Zoho Projects, ClickUp, Asana |
| **Web** | WordPress, Shopify, Basic HTML, CSS & JavaScript |
| **AI, Development & Deployment** | Antigravity, Lovable, Replit, GitHub |

## CERTIFICATIONS

- Google Tag Manager Server Side — Optizent Academy (May 2025)
- Advanced Google Tag Manager — LinkedIn (November 2024)
- Learning Google Tag Manager — LinkedIn
- Google Analytics Individual Qualification
- Diploma in Search Engine Optimisation — Keltron Knowledge Centre

## LANGUAGES

English, Malayalam

## DECLARATION

I hereby declare that the information provided in this resume is true and accurate to the best of my knowledge and belief.

**Favas Muhammed**