

MOHAMED ASKAF

CONTACT

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OBJECTIVE

Passionate about creating seamless online experiences, I am eager to contribute my proficiency in website development, graphic arts, and digital marketing strategies to drive brand growth and engagement. Seeking an opportunity where I can apply my diverse skill set to enhance user experiences, elevate brand presence, and achieve measurable business objectives.

EXPERIENCE

Graphic Designer - The Chennai Computer - Chennai, India

Jun 23 - Dec 23

My role as a graphic designer and laptop sales assistant is to prepare pamphlets, promotional banners, and social media posts.

Cashier - Mount Road Bilal- Chennai, India

Nov 22 - Apr 23

My role as a cashire is to handle the billing counter for customer payments.

EDUCATION

Bachelor's in Sports Sciences
Annamalai University
CGPA : 8.37
Chidambaram, TamilNadu
Aug 19 - May 22

CERTIFICATION

Introduction to Programming
Log2Base2
Online Courses
30 Oct 2022

Introduction to Webpages
Google Grasshopper
Online Courses
20 Sep 2022

LANGUAGE

English
Tamil

SKILLS

Website Development

- Proficient in HTML, CSS, and JavaScript for front-end development.
- Understanding of responsive design principles for cross-browser compatibility.
- Experience working with React JS and Bootstrap frameworks
- Familiarity with version control systems, such as Git.

Graphic Design

- Proficient in Canva for creating visually appealing graphics and marketing materials.
- Utilizing Canva for quick and effective web graphics.

Digital Marketing

Search Engine Optimization (SEO):

- Implemented on-page and off-page SEO strategies to improve website rankings.
- Conducted keyword research and analysis for effective content optimization.

Social Media Marketing:

- Developed engaging content for various social media platforms.
- Managed social media accounts to increase brand visibility and engagement.
- Executed and optimized paid advertising campaigns on platforms like Facebook and Instagram.

Marketing Automation :
Familiarity with marketing automation tools like HubSpot.

Email Marketing :
Designed and implemented email marketing campaigns to nurture leads and drive conversions.

ADDITIONAL SKILLS

- Intermediary skills in Microsoft Office Suite (Word, Excel, PowerPoint) for document creation and presentation.
- Proficient in reading and composing effective emails with a focus on clarity, professionalism, and concise messaging.
- Proficient in tools such as Notion and Trello for effective project planning and collaboration.
- Demonstrated ability to create original and engaging content while maintaining a strong commitment to plagiarism-free writing.

PROJECT

Website Project

Portfolio Website:

- My portfolio website serves as a comprehensive showcase of my professional journey, skills, and accomplishments in the fields of Website development.

Restaurant Website:

- The objective of the Restaurant Model Website project is to create a realistic and visually compelling online representation of a restaurant, showcasing a model establishment's menu, ambiance, and unique offerings.

SEO Project

Overview:

Optimized My portfolio website to improve search engine rankings, drive organic traffic, and enhance overall online visibility.

On-Page Optimization:

Implemented on-page optimization strategies, including meta tag optimization and content improvement.

Analytics and Reporting:

Used Microsoft Clarity to track and report on key performance.

DECLARATION

In the best of my knowledge, everything included in my CV correctly reflects my qualifications and experience. And I've made the project details available on my website: <https://project.askaf.in>.