

FAIZ KHAN

Digital Advertising & Web Design Specialist



Zirakpur, Punjab, India



+91 7009754518



faizkcreator@gmail.com



www.linkedin.com/in/faiz-khan-18468b3a5



Portfolio: faizzu.com/faiz.html



PROFILE

Creative and detail-oriented **Digital Advertising & Web Design Professional** with a strong passion for building modern, responsive, and **SEO-friendly** websites. Skilled in crafting high-performance digital campaigns and user-focused web experiences that drive engagement and growth.



CORE SKILLS

- Digital Marketing
- SEO (on-page, off-page, and technical)
- Meta Ads (Facebook & Instagram Ads)
- Google Ads
- LinkedIn Ads
- Website Audit & Optimising
- Web Design (Responsive & SEO-Friendly)
- HTML, CSS, JavaScript
- WordPress Development
- Debug Fix & Coding
- AI Tools for Productivity



PROFESSIONAL STRENGTHS

- ✓ Strong problem-solving skills
- ✓ Detail-oriented & quality-focused
- ✓ Self-motivated & adaptable
- ✓ Quick learner
- ✓ Excellent communication skills



EDUCATION

- Available upon request



PROFESSIONAL EXPERIENCE

Digital Marketing Assistant

Mango Grove Hotel (Corporate Company)

2026 – Present

- Manage and optimize Google Ads and Meta Ads campaigns for Hotel, Restaurant, Banquet, and Corbusier Hall promotions.
- Create engaging social media content, promotional creatives, and marketing campaigns to increase brand awareness and customer engagement.
- Generate and nurture quality leads for banquet bookings, restaurant reservations, and hotel stays through performance marketing.
- Monitor campaign performance using key metrics such as CTR, CPC, CPA, ROAS, and conversions, and optimize campaigns for better results.
- Improved qualified lead generation by approximately **30%** through targeted advertising and campaign optimization.
- Increased digital engagement by around **35%** with consistent content creation and audience-focused marketing strategies.
- Support Local SEO, Google Business Profile optimization, and online visibility to improve search presence and customer reach.
- Coordinate with the sales and operations teams to execute seasonal promotions, event campaigns, and brand marketing initiatives.
- Prepare performance reports and analyze campaign data to support continuous business growth.

Digital Advertising & Web Designing

(Freelance / Self Projects)

- Designed and developed creative, responsive, and SEO-friendly websites.
- Planned and executed digital marketing strategies to improve reach and conversions.
- Managed advertising campaigns on Meta Ads, Google Ads, and LinkedIn Ads.
- Performed website audits and optimization to improve performance, speed, and SEO.
- Fixed bugs, debug issues, and improved website functionality.
- Implemented on-page, off-page, and technical SEO strategies.
- Created user-focused designs with modern UI/UX and SEO best practices.
- Developed marketing strategies that increased brand visibility, traffic, and engagement.



EDUCATION

- Diploma in Digital Marketing – Arc Institute, Zirakpur
- Senior Secondary Education (12th Passed)
- NIOS Secondary (10th Pass)



CAREER OBJECTIVE

Seeking a challenging opportunity where I can leverage my skills, creativity, and digital marketing expertise to build impactful digital solutions, contribute to organizational growth, and continuously enhance my technical capabilities.



PROJECT HIGHLIGHTS

- Designed and developed responsive, creative & SEO-friendly websites
- Executed digital marketing strategies for brand growth
- Managed paid advertising campaigns (Meta Ads, Google Ads, LinkedIn Ads)
- Website audit, optimization & performance improvement
- Debugged issues and enhanced website functionality
- Used AI tools to improve productivity and content creation