



# Zaid Ahmed

## Digital Marketing Specialist

### CONTACT

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- [zaidworks.com](http://zaidworks.com)

### PROFILE

A motivated Online Marketing Executive with over 3 year of experience in managing online campaigns, social media, website development, and graphic design. Proven ability to enhance brand awareness, boost website traffic, and generate leads. Eager to learn and adapt to new digital marketing trends.

### EDUCATION

- Anjuman High School Bhakal**  
KSEEB board exam - Karnataka  
Completed in 2021
- Department Of PUE Karnataka**  
Pre-University Examination UK district  
Completed in 2022
- Jamia Islamia south India**  
Bachlors in Islamic studies-Aalimiat(ARABIC)  
Completed in 2024
- Nadwatul Ulama Lucknow**  
Masters in Islamic studies-Fazilat(ARABIC)  
Completed in 2025

### WORK EXPERIENCE

**E-commerce and Marketing specialist**  
Genzino  
2025 - Present

Managing GENZINO's online clothing store. Overseeing product listings, promotions, and digital marketing. Focused on improving online shopping experiences and scaling brand growth through strategic e-commerce management.

**Web Design and Marketing Specialist**  
DIGI ADDA  
2024 - 2025

Led full-scale WordPress development projects, managed targeted ad campaigns, and developed digital marketing strategies that enhanced brand presence and customer engagement across multiple platforms.

**Web Development Associate**  
DIGI ADDA  
2023 - 2024

Created and optimized responsive WordPress websites for small businesses and startups. Assisted in managing digital campaigns and implemented SEO strategies to improve website visibility and traffic.

### TECHNICAL SKILL

- Web Development (WordPress)
- Search Engine Optimization (Basic)
- E-commerce Website Management
- Meta and Google ads managing
- Graphic Design (Photoshop basic, Canva Advance)

### LANGUAGE KNOWN

**URDU** - Advance

**ENGLISH** - Intermediate

**ARABIC** - Intermediate

**HINDI** - Beginner