

MOHAMED MUSHTHAQ

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SUMMARY

Results-driven Marketing Executive with experience in SEO content creation, WordPress website management, website monitoring, and graphic design using Canva and Adobe Express AI. Skilled in Google Search Console and Google Analytics to track performance and optimize websites for organic growth. Experienced in managing websites with WordPress and Google Sites, creating social media content for Instagram, Facebook, and LinkedIn for UAE and Singapore-based clients, and using AI tools and prompt-based workflows to improve content and marketing efficiency. Possesses basic knowledge of Python (Pandas, NumPy) and a growing interest in data-driven digital marketing.

EXPERIENCE

Zentro Tech, Thiruvavarur

Nov 2024 – Feb 2026

Digital Marketing Executive & Digital Designer

- Created and published SEO-optimized blog posts for Zentroa.com and DreamBIG.ae, boosting organic visibility, keyword rankings, and user engagement.
- Managed WordPress content, applying SEO best practices, proper formatting, and maintaining brand voice consistency.
- Designed banners, thumbnails, and social media graphics using Canva, leveraging AI tools for creative ideas and design enhancement.
- Edited and improved content quality using AI tools, ensuring readability, accuracy, and SEO alignment.
- Conducted keyword research, competitor analysis, and audience research, using AI tools to generate high-quality content ideas.
- Monitored website performance, indexing, and coverage issues, implementing improvements based on analytics insights.
- Performed data analysis using Google Analytics, Python (Pandas, NumPy), and Excel to track user behavior and optimize content strategies.
- Collaborated with designers, developers, and marketing teams to support integrated content and digital campaigns.

Zafigem (Singapore – Remote)

Sept 2025 – Dec 2025

Freelance Graphic Designer

- Designed high-quality website banners for product categories, promotional campaigns, and featured content using Canva AI and Adobe Express AI, ensuring visually engaging and conversion-focused designs.
- Followed brand guidelines to maintain visual consistency, cohesive layouts, typography standards, and professional presentation across all digital assets.
- Delivered polished creative materials within deadlines, enhancing user experience and contributing to strong client satisfaction.
- Managed website content by updating visuals, banners, and promotional sections to keep the platform accurate, optimized, and up to date.

EDUCATION

Master of Science Computer Science

2021–2023

E.G.S Pillay Arts & Science College , Nagapattinam

Bachelor of Computer Application

2018–2021

E.G.S Pillay Arts & Science College , Nagapattinam

SKILLS

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|--------------------|-------------------------|--|--|
| • Blog Writing | • On-Page SEO | • Googlesites | • Adobe Express AI |
| • SEO Optimization | • Content Strategy | • UptimeRobot | • AI Tools : Grammarly, Chat GPT, Perplexity |
| • Keyword Research | • Google Search Console | • Banner & Social Media Creatives | • Creative Thinking |
| • Wordpress | • Google Analytics | • Social Media Platforms: Instagram, Facebook, LinkedIn. | • Time Management |

LANGUAGE

- Tamil
- English

COURSE

- Python Programming Course
- Data Science : Key Learning : Python , Data Manipulation , Data Visualization.