



HUZAIFA KAZI

Performance Marketing Pro

Relevant Experience - 11 Years

Total Experience - 15 Years

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Thane, Maharashtra (India)

Profile

I am a Google Ads, Analytics and HubSpot certified professional. Skilled and Expert in lead generation, data analytics and media buying. Expert and committed to deliver ROI based results.

Technical Skills

- Search Engine Marketing
- Lead Generation
- MIS/Analytics
- Social Media
- Google Analytics
- Media Planning
- SMS/Email Marketing

Technical Qualification:

- Advanced Digital Marketing Diploma Certification Course From DMTI.
- Google AdWords certified.
- Google Analytics certified.
- HubSpot - Inbound Marketing certified.
- Basic Knowledge of a web programming language like WordPress, HTML & PHP.
- Adobe Photoshop Skills.

Education

Bachelor in Commerce from Mumbai University. 2011-2012

Synopsis of Work Experience:

The sincere, dependable, and highly organized individual offering the functional experience of **3** years in sales/business development, and around **11 years** in digital marketing.

Key Skills & Tools Knowledge

- Familiar and expert with tools/software/extensions like AdWords Editor, Power Editor, Google Tag Assistant, Google Tag Manager, Microsoft Clarity, Small SEO tools, Ahrefs tool, Moz SEO tools, SEO Site Checkup, Sugar CRM, Zoho CRM, Zapier, Cloud Voice, Google Analytics, Facebook Analytics etc.
- Expert in strategizing the UI of the websites/landing pages/microsites.
- Exceptional ability to work well in a team.

Experience

Labdhi Lifestyle Limited

Oct 2023- Aug 2024

General Manager - Digital Marketing

- Managing Lead Generation & brand digital campaigns with monitoring and optimizing the campaign performance on a regular basis.
- Managing and co-ordinating with Publishers and Agencies for running media campaigns on targeted platforms to achieve a desired results.

Manisha Lifespaces Pvt Ltd.

Apr 2023 - Aug 2023

Head - Digital Marketing

- Key Role: Lead Generation, Website Analysis, Team Leading, CRM Management etc.
- Brands – Godrej Properties, Shapoorji Pallonji, Brigade Group, Birla Estates, Prestige Group, Hiranandani group, Runwal Group, Rustomjee, Mahindra Lifespaces, Lodha Group, Wadhwa

PropertyPistol Realty Pvt Ltd.

Oct 2019 - Mar 2023

Sr. Manager - Digital Marketing (90% Remote)

- Key Role: Lead Generation, Brand Positioning, Website Analysis, Team Leading, CRM Management etc.
- Brands – Godrej Properties, Shapoorji Pallonji, Brigade Group, Birla Estates, Prestige Group, Hiranandani group, Runwal Group, Vilas Javdekar, Rustomjee, Mahindra Lifespaces, Lodha Group, Wadhwa, Puraniks, Mahindra, Emaar, Damac, Villa Nova, Danube, Majid Al Futtaim etc.

Realty Junction

Aug 2018-Oct 2019

Sr. Manager - Digital Marketing

- Key Role: Generation of daily leads with the use of digital media campaigns and to maintain and optimize the campaign performance on a regular basis. Partly involved in Call Center & Sales process.
- Clients – Lodha, Godrej, Wadhwa, Puraniks, Kanakia, Mahindra, Marathon, Rustomjee etc.

Xeco Media LLP

Jan 2016-Jul 2018

(In-house agency for Xrbia Developers Ltd.)

Designation: Manager - Digital Marketing

- Managing Lead Generation digital campaigns with monitoring and optimizing the campaign performance on a regular basis.
- Managing and co-ordinating with Publishers and Agencies for running media campaigns on targeted platforms to achieve a desired results.
- Other Projects – Sheltrex, The One, Discover Condos, Born Again Clinic, Chototel etc.

VTPL - Realty Redefined

Jun 2015-Jan 2016

Designation: Digital Marketing Executive

- Key Role: Key Role: Generation of 800-1000 daily leads with the use of digital media campaigns and to maintain and optimize the campaign performance on a regular basis.
- Projects – Kanakia Spaces, Tata Realty, Sunteck Realty, Knight Frank, Oberoi Realty, Karjat Waters, Malgudi Returns, Malgudi Homes, Des, Rsquare, Sheltrex, Discover Condos etc.

TugTraffic Digital Solutions

Jun 2013-May 2015

Designation: Digital Marketing Executive

Digital Media Networks Exposure:

Pay Per Click (PPC):

- Google Ads (Google AdWords)
- Bing Ads
- DoubleClick Bid Manager

Social Media Marketing:

- Facebook Advertising
- Instagram Advertising
- LinkedIn Advertising
- Twitter Ads
- Tumblr
- Pinterest

Native Media:

- Yahoo Native
- Times Internet (Columbia)
- Taboola
- Moneycontrol
- DailyHunt

Media Buying/ATL:

- Times of India
- Moneycontrol
- Maharashtra Times
- Lokmat
- Mid-day
- Jagran
- Sakal
- Navbharat Times
- Mumbai Mirror
- NDTV
- Economic Times

Publishers/Ad Networks:

- Rediff
- Yahoo
- Affiliate (Emailer/SMS)
- OLX Push Notification
- M-Indicator Push Notification

Property Portal Networks:

- 99 Acres
- Magicbricks
- QuikrHomes
- Roof & Floor
- Common Floor
- Makaan

Content Marketing Media:

- Times of India Article
- India Today Article
- PR Newswire

Rewards & Recognition

- Awarded by Xrbia for the best performance in the month of December 2016 for successfully managing digital marketing campaigns and achieving the lead targets consistently.
- Awarded as Employee of the Month.

Personal Details

Date of Birth : September 02, 1986
Sex : Male
Marital Status : Married
Languages Known : English, Hindi, Marathi and Urdu.

Acknowledgement

I hereby declare that all the information given above is true to the best of my knowledge and belief.

HUZAIFA KAZI

Thane, Maharashtra (India)