




# M. FARHAD D.



 mfarhad.com

 +1 778-223-0973

 Vancouver, BC.

 mfdewan97@gmail.com

## Skills

- SEO
- PPC
- Branding
- Web Design
- E-mail Marketing
- Digital Marketing
- Social Media Marketing

## Tools & Platforms

- Moz
- Ahrefs
- Canva
- Shopify
- SEMrush
- Paid Social
- LinkedIn Ads
- WordPress / Wix
- Meta Ads Manager
- Adobe Creative Suite
- Google Analytics (GA4)
- Google Search Console
- CMS / Website Management

## Profile

Digital marketing professional currently pursuing a Diploma in Digital Marketing and an MBA, with hands-on experience in SEO strategy, Content Optimization, and Campaign Analysis. Led multiple teams on projects ranging from PPC Strategy, Website SEO, and Newsletter Development to Social Media strategy for client campaigns. Skilled in tools like Moz, SEMrush, and WordPress. Passionate about creating measurable, ethical, and data-driven results.

## Experience

### DIGITAL MARKETING STRATEGY LEAD

Mount Everest Kitchen & Grill – Vancouver.

March 25

- Led a 4-person team to deliver a full Instagram marketing strategy for a local Nepalese restaurant.
- Interviewed the store manager to align digital goals with business needs and brand voice.
- Designed a 30-day campaign with Reels, Stories, and a cultural giveaway to drive engagement.
- Conducted competitor research and market analysis to guide positioning and content focus.
- Projected +201% follower growth, +15% engagement, and +30% in-store sales uplift.
- Delivered a professional proposal with budget planning, content mockups, and performance KPIs.

### SEO PROJECT MANAGEMENT

Steven Workshops – Vancouver

Feb-May 25

- Led a team of 6 to build and manage a personal website and blog for a Digital Marketer and private Canadian Rockies tour guide offering weekend adventure packages.
- Developed content strategy, keyword research, and SEO-optimized blogs to target long-tail queries.
- Published 3 blog posts per week using WordPress and RankMath, resulting in a steady stream of inbound tour inquiries via organic search.
- Tracked traffic using Google Analytics and continuously refined blog structure, internal linking, and meta descriptions for better visibility.
- Combined storytelling with SEO to build trust and authority in a competitive niche market.

## Education

### Diploma in Digital Marketing Professional

Greystone College, Vancouver  
In Progress

### Master of Business Administration

University Canada West, Vancouver  
Completed

### Bachelor of Arts Business Management

Buckinghamshire New University,  
London  
Completed

## Certificates

- Google Ads Display Certification
- Google Ads – Measurement Certification
- Google Ads Search Certification
- AI-Powered Shopping ads Certification
- HubSpot Digital Advertising Certified
- Stukent Digital Marketing Simternship Certification

## Languages

- English
- Bengali
- Hindi
- Urdu
- Arabic

## DIGITAL MARKETING MANAGEMENT

AVIVA Aviation Supply, Dubai, UAE.

Nov 19 – April 22

- Led digital marketing strategies to successfully launch a new hospitality-focused product division, resulting in \$1.2M in revenue.
- Managed website optimization, technical SEO, and targeted email marketing campaigns using Mailchimp and SEMrush.
- Analyzed market trends and customer behavior to fine-tune campaigns and inform product strategy.
- Enhanced brand visibility through content marketing and online PR initiatives.

## SALES REPRESENTATIVE & TEAM MANAGEMENT

1:1 Group of Companies – Vancouver

Mar 23 – Dec 24

- Train and lead a high-performing sales teams while contributing to recruitment and campaign strategy.
- Strengthen customer engagement through solution-focused interactions and tailored offers.
- Collaborate on brands messaging and contribute to landing page optimizations and customer acquisition campaigns.

## DIGITAL MARKETING MANAGER

Deluxe Closet, Dubai, UAE.

Feb 18 – April 22

- Developed and managed a fully functional online store, implementing Google Ads and Meta campaigns that improved CTR and sales conversion.
- Conducted SEO audits and keyword research to boost organic traffic and improve SERP rankings.
- Created and managed high-performing content across Instagram, TikTok, Facebook, and LinkedIn, increasing brand engagement and customer retention.
- Collaborated with creative and development teams to ensure brand consistency across all digital platforms.

Scan for Portfolio

