



## Contact

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- Emerald building ,Flat no 2 , Kuwait Street Al Karama

## Personal details

Date of Birth : 09.07.1997  
Nationality : Indian

## Education

- Aviation And Airport Management  
Cloud 9 Accadamy KOCHI
- MA History  
Annamalai university - 2020
- Bachelor Of Arts  
Kannur University, 2014-2017
- Plus two, Board of Public Examination under Govt. of Kerala, India -2014
- SSLC, Board of Public Examination under Govt. of Kerala, India -2012

## Certification

- Semrush
- Hubspot
- Google Digital unlocked
- Google My Business
- Google Analytics

## Skills and Abilities

- Strategic Planning.
- Market Research.
- Communication.
- Digital Marketing
- Lead Generation
- Relationship Building
- Sales and Negotiation

## Language

- English
- Malayalam
- Hindi

# MUHAMMAD SHABAS

## PROFILE SUMMARY

"A dynamic professional with a diverse skill set encompassing digital marketing, business development, and customer service. With a strategic mindset and a passion for driving growth, I excel in developing and executing innovative digital marketing campaigns that effectively reach target audiences and drive engagement. My experience in business development equips me with the ability to identify new opportunities, forge strategic partnerships, and expand market reach. Additionally, my strong customer service background ensures that I consistently deliver exceptional service and build lasting relationships with clients and stakeholders. I thrive in fast-paced environments, leveraging my versatility and adaptability to achieve success across multiple domains."

## WORK EXPERIENCE

### DIGITAL MARKETING INTERN

#### ZOOPIE TECHNOLOGIES (FEBRUARY - MARCH)

- Assisted in the development and execution of digital marketing campaigns across various platforms, including social media, email, and SEO.
- Conducted market research and analysis to identify trends and opportunities for campaign optimization.
- Contributed to content creation efforts, including writing blog posts, social media posts, and email newsletters.
- Monitored and reported on campaign performance metrics using tools like Google Analytics and social media analytics platforms.
- Collaborated with the marketing team to brainstorm creative ideas and strategies for improving brand visibility and engagement.
- Provided support in maintaining and updating the company's website and social media profiles.

### BUSINESS DEVELOPMENT EXECUTIVE

#### AHALIA FINFOREX (1 YEAR)

- Identified and pursued new business opportunities to expand the company's client base and revenue streams.
- Conducted market research and analysis to identify potential clients and market trends.
- Built and maintained relationships with clients, understanding their needs and providing tailored solutions.
- Developed and implemented strategic sales plans to achieve targets and objectives.
- Collaborated with internal teams to ensure seamless execution of client projects and initiatives.

### FC CASHIER & CUSTOMER SERVICE (3 YEARS)

#### EBIX CASH WORLD MONEY LIMITED IN KANNUR INTERNATIONAL AIRPORT LIMITED

- Managed foreign currency exchange transactions efficiently and accurately for customers traveling through the airport.
- Provided excellent customer service, addressing inquiries, resolving issues, and ensuring a positive experience for travelers.
- Conducted currency transactions according to established procedures and compliance regulations.
- Maintained accurate records of currency transactions and balanced cash drawers at the end of each shift.
- Collaborated with team members to ensure smooth operations and timely service delivery.