

## Mohammed Ayaz. I

- Phone: +91 9176850448, +968 79111585 / +968 97035962
- Email: [mohammedayaz8796@gmail.com](mailto:mohammedayaz8796@gmail.com)
- LinkedIn: <https://www.linkedin.com/in/mohammed-ayaz-91a240231/>
- Certifications : (Content Marketing, SEO, Digital Marketing, Social Media, Design) - [https://drive.google.com/drive/u/1/folders/1yNzejT9wVwf\\_r8ii69xHOtXUoAmzwj0J](https://drive.google.com/drive/u/1/folders/1yNzejT9wVwf_r8ii69xHOtXUoAmzwj0J)

### Refer the Following Websites for Content Reference:

1. <https://www.contus.com/>
2. <https://www.vplayed.com/>
3. <https://www.calibraint.com/>

### To Witness the change in Content - Click the below Landing Page links:

1 Year Back (2023)	At Present (2024)
<a href="https://web.archive.org/web/20230831001652/https://www.contus.com/">https://web.archive.org/web/20230831001652/https://www.contus.com/</a>	<a href="https://www.contus.com/">https://www.contus.com/</a>
<a href="https://web.archive.org/web/20230714185124/https://www.vplayed.com/">https://web.archive.org/web/20230714185124/https://www.vplayed.com/</a>	<a href="https://www.vplayed.com/">https://www.vplayed.com/</a>

Category	YouTube Video Links
Video Scripting & Presentation - Product Promotion	<a href="https://youtu.be/xP-CoOK5NRw?si=kbVo8tjcEVW4Yp-t">https://youtu.be/xP-CoOK5NRw?si=kbVo8tjcEVW4Yp-t</a>
Video Scripting, Production & Editing - Corporate Video	<a href="https://youtu.be/pl40O_DUc8Q?si=1DYpxPGo-uqdmWnN">https://youtu.be/pl40O_DUc8Q?si=1DYpxPGo-uqdmWnN</a>
Video Scripting, Production & Editing - Annual Trip Video	<a href="https://youtu.be/Yg_W-7wgcxo?si=aeHb6DJJj_BgsfqH">https://youtu.be/Yg_W-7wgcxo?si=aeHb6DJJj_BgsfqH</a>
Video Scripting & Editing - Web App Development Service	<a href="https://youtu.be/ZKh_QWxTWac?si=m3WH_xu92RZ-95bz">https://youtu.be/ZKh_QWxTWac?si=m3WH_xu92RZ-95bz</a>

## **Main Objective:**

To secure a position that aligns with my passion for writing and creativity, where my skills in content content and strategic thinking can be harnessed. Eager to contribute to organizational success while continuously enhancing personal and professional growth.

## **Professional Summary:**

Experienced Technical Content writer with 5.4+ years of expertise in content writing, content management, copywriting, proofreading, SEO, website handling, social media strategy, Ads, and video production (video taking & editing). Mastery in steering content creation processes, from creating technical insights to making visually compelling designs. Proficient in brand-building initiatives to enhance company and product reach.

## **Key Skills:**

Content Writing | Copywriting | SEO | SEM | Website Management | Graphic Design | Content Strategy | Keyword Research | CMS (WordPress, Drupal, Joomla) | On-page and Off-page SEO | Technical Documentation | SEO & SEM Audit | Video works.

## **Other Skills:**

Competitor Analysis | Client and Vendor Handling | Social Media Management | Project and Product Understanding | Campaign Budgeting | Google Ads Campaign Strategy and Execution

**DM Tools Knowledge** - HubSpot, SEMRush, Ubersuggest, Ahrefs, Google Trends, Google Keyword Planner, Google My Business, GA4, YT Analytics, Convertful, Mailchimp, etc.

**Editing Software Knowledge** - Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, Wondershare Filmora, Apple iMovie, Microsoft Clipchamp, LumaFusion, CapCut, etc.

## **Professional Experience:**

### **Senior Digital Marketing Associate | Contus Tech, Chennai (Oct 2022 - Present)**

Handling all the content works for three of our main websites & collaborating with vendors for Guest Blogging purposes. Achieving top SERP ranking through fresh and optimized web content. Ensuring efficient and timely content delivery with zero revisions.

Providing Ads support, meeting deadlines for various content deliverables, and maintaining a low bounce rate of 40%. Collaborating with developers & designers to implement website optimizations across products. Handling three people in the team and proofreading their content.

#### **Technical Content Writer | Calibraint Technologies, Chennai (Feb 2022 - Oct 2022)**

Optimized website speed, scalability, and overall performance. Managed Quora and Medium platforms, ensuring strategic engagement. Contributed to content and brand communication. Collaborated with cross-functional teams to understand project requirements and provide solutions. Demonstrated proficiency in video creation, poster design, and brand-building activities. Managed all social media pages for an enhanced online presence.

#### **Content Writer | Cube 45 Pvt Ltd, Chennai (Jan 2020 - Feb 2022)**

Implemented SEO best practices, enhancing website rankings. Collaborated with front-end developers to improve website attractiveness. Contributed to regular brainstorming sessions for innovative content writing ideas. Wrote content for FAQs, troubleshooting and meta descriptions. Wrote engaging eBooks, white papers, and blogs for diverse audience needs.

#### **Retail Associate | Amazon Development Center, Chennai (Apr 2019 - Jan 2020)**

Audited, debugged, and retrieved data. Collaborated on content writing requests, conducted regular testing, and held an L2 role, demonstrating excellence. Presented weekly updates on products, implemented process improvements, and provided efficient content solutions for queries and competitor-related issues. Led product mapping initiatives and wrote multiple product descriptions.

#### **Academic Qualification:**

- **B.Tech (IT)** - Vel Tech Multi Tech Engineering College, Chennai - 7.0 CGPA
- **HSC** - Bharathidasanar Matric Hr.Sec.School - 79%
- **SSLC** - Bharathidasanar Matric Hr.Sec.School - 89%

#### **Declaration:**

I hereby affirm that all details provided in this resume are accurate and reflect my genuine qualifications and experiences.