



# S MOHAMMED RIZVAN

Web Designer &  
Digital Marketing Specialist



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<https://portfolio.sbydigitalimpact.com/>

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## PROFESSIONAL SUMMARY

Aspiring Web Designer and Digital Marketing Specialist skilled in crafting engaging WordPress websites and running targeted digital campaigns. Experienced in leveraging tools like WooCommerce, SEO, Meta Ads, Canva, and Elementor to elevate brand visibility. Adept at combining technical expertise with innovative strategies to help businesses achieve their online goals.

Seeking opportunities to deliver impactful solutions and contribute to business growth through tailored digital marketing and web design services.

## CORE COMPETENCIES

- **Web Design & Development:** WordPress, WooCommerce, Responsive Design
- **Digital Marketing:** SEO, SMO, Google Analytics, Google Ads, Campaign Management
- **Creative Tools:** Canva, Elementor, Basic HTML/CSS
- **Transferable Skills:** Market Research, Team Building, Sales Strategy

## KEY PROJECTS

### 1. Demo Fashion E-Commerce Website

- Developed a demo e-commerce website focused on fashion products using WordPress and WooCommerce ([deals.sbydigitalimpact.com](https://deals.sbydigitalimpact.com))

### 2. Demo Gym Subscription Website

- Designed a membership-based gym website to showcase pricing plans and fitness programs ([fitness.sbydigitalimpact.com](https://fitness.sbydigitalimpact.com)).

### 3. Demo School Management Website

- Built a demo school website with features for showcasing academic programs, admissions, and events ([academy.sbydigitalimpact.com](https://academy.sbydigitalimpact.com)).

### 4. Digital Agency Portfolio

- Created a comprehensive portfolio site for a fictional digital agency, highlighting services in web design and digital marketing ([sbydigitalimpact.com](https://sbydigitalimpact.com)).

### 5. Deepavali Awareness Campaign for Madina Briyani

- Designed and executed a festive social media campaign to boost brand awareness during the Deepavali season.

### 6. Self-Branding Social Media Campaign

- Conducted a targeted digital marketing campaign for personal web design services, reaching boutique owners, gym owners, real-estate owners, and startups founders, generated 3 qualified leads.

## PROFESSIONAL EXPERIENCE

### Texmo Industries – India

#### Sales Officer (May 2023 – Aug 2023)

- Enhanced dealer sales and retail market share in Madurai.
- Conducted market research and implemented promotional strategies, boosting rural reach.

#### Sales Officer (Aug 2022 – Apr 2023)

- Expanded dealer network in Raipur, improving regional penetration.
- Developed and executed marketing plans to strengthen brand presence in untapped areas.

#### Assistant Sales Officer (Dec 2019 – Aug 2022)

- Led territory management and provided sales guidance to optimize dealer inventory.
- Identified high-potential markets through rural exploration, increasing brand visibility.

## PROFESSIONAL SUMMARY

### Bachelor of Engineering (B.E.) – Mechanical Engineering

Coimbatore Institute of Engineering and Technology (2015 – 2019)

- Activities: Rotract Club Member, Volleyball Player, Project Manager for Final Year Project

## CERTIFICATIONS

- Google Digital Marketing and E-Commerce – Coursera (2023)
- WordPress Mastery Course – Saddam Kassim Courses (2024)
- Social Media Marketing – HubSpot Academy (2024)
- Career Essentials in Generative AI – Microsoft & LinkedIn (2024)
- HubSpot Inbound Marketing Certification – HubSpot Academy (2024)

## LANGUAGES

- Tamil (Native)
- English (Professional Proficiency)
- Hindi (Speaking Proficiency)
- Urdu (Speaking Proficiency)

## REFERENCE –