

# AHMAD HABIB

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## DIGITAL MARKETING AND E-COMMERCE SPECIALIST

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### CONTACT

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6392861156  
habibahmad615@gmail.com  
<https://www.linkedin.com/in/ahmad-habib-b8819a220/>  
New Delhi, India

### SKILLS

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E-commerce Operations (Inventory, Logistics, Dispatch Management)  
Digital Marketing  
Shopify, WordPress  
Google Ads & PPC Campaigns  
MS Excel, Google Sheets, Docs  
Invoice & Purchase Order Management  
Canva

### EDUCATION

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Bachelor of Arts  
**2018 – 2021**  
DAV College, Kanpur  
Intermediate  
**2017 – 2018**  
St. Aloysius High School, ICSE

### Certifications

Complete Digital Marketing Course  
Rank Keyword

Excel Dashboard Course  
Simplilearn

Universal Adventures Internship  
Completion Certificate

### PROFILE

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Enthusiastic and results-driven graduate with hands-on experience in e-commerce operations, social media, SEO, Google Ads, and email marketing through academic projects, internships, and industry exposure. Skilled in inventory management, logistics coordination, and product dispatch processes. Proficient in e-commerce tools like Shopify and WordPress. Eager to contribute analytical skills and operational expertise in a fast-paced e-commerce environment.

### EXPERIENCE

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Operations - Parvez Shoes Pvt Ltd | Kanpur

**July 2021 – October 2022**

- Maintained inventory records for raw materials and finished goods.
- Provided logistics support to track goods moving in and out of the warehouse.
- Maintained dispatch records of finished products.
- Supervised measurement and packaging of leather and leather products.
- Talled invoices against purchase orders to ensure accuracy.

SEO Intern - Universal Adventures Pvt Ltd Noida

**Oct 2025 - January 2026**

- Worked on SEO-optimized blog content for practice websites.
- Created Backlinks via profile creation, web 2.0, directory submission, article submission, and social bookmarking to improve off-page SEO.
- Designed infographics using Canva to enhance blog engagement.
- Tracked and updated keyword rankings every 10 days using Excel/Sheets.
- Optimized mock product pages using SEO best practices.
- Creating basic website design through WordPress Elementor.

## **Digital Marketing Intern – Getcito**

**Feb 2026 – Mar 2026**

*(AI Brand Monitoring & Analytics Industry)*

- Assisted in promoting AI-based brand monitoring and tracking services.
  - Conducted keyword research and competitor analysis for brand visibility.
  - Supported content creation and SEO strategies for SaaS-based services.
  - Helped in tracking brand mentions and online reputation metrics.
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## **Digital Marketing Executive – SS Digital Innovation**

**Mar 2026 – Present**

*(Gaming & Online Platform Promotion)*

- Managing digital marketing campaigns for online gaming platforms.
- Performing off-page SEO activities including backlinks, forum submissions, and social bookmarking.
- Creating promotional content and strategies to increase user engagement.
- Running and optimizing campaigns for lead generation and traffic growth.
- Working on keyword targeting and platform visibility improvement.