

DIGITAL MARKETING & GRAPHIC DESIGNING

PORTFOLIO

ARSHAK SUDAID PM



HELLO, I'M ARSHAK SUDAID

A PROVEN DIGITAL MARKETING AND GRAPHIC DESIGN PROFESSIONAL WITH YEARS OF EXPERIENCE DELIVERING IMPACTFUL RESULTS IN SEO, PPC, SOCIAL MEDIA, WEB DESIGN, AND GRAPHIC DESIGN. SKILLED IN CREATING VISUALLY COMPELLING CAMPAIGNS TO DRIVE BRAND AWARENESS AND CONVERSIONS, AND ADEPT AT LEVERAGING VARIOUS DIGITAL MARKETING TOOLS AND TECHNIQUES.

EXPERIENCE

WEB INDIA SOLUTIONS
DIGITAL MARKETING EXECUTIVE
1 YEAR

AUVI CREATIVE AGENCY
DIGITAL MARKETING ANALYST
6 MONTHS

SCAVE DESIGNRS
DIGITAL MARKETING EXECUTIVE
3 MONTHS

THILAKKAM ADS
JR. GRAPHIC DESIGNER CUM
PRODUCTION EXECUTIVE
1 YEAR

EDUCATION

2023
ADVANCED DIPLOMA
IN DIGITAL MARKETING
SKILZ HUB KOTTAKKAL

2019-2022
BACHELOR'S DEGREE
IN MULTIMEDIA
CALICUT UNIVERSITY

2017-2019
STATE HIGHER SECONDARY
EXAMINATION
GHSS PUTHUPARAMBA

2017
STATE BOARD OF
PUBLIC EXAMINATION
PKMMHSS EDARIKODE

WHAT I DO

SOCIAL MEDIA MANAGEMENT

FACEBOOK, INSTAGRAM,
LINKEDIN ETC.

SEARCH ENGINE OPTIMIZATION

ON PAGE & OFF PAGE
SEO

WEBSITE/PAGE DESIGNING

WORDPRESS THEME
DEVELOPMENT

SOCIAL MEDIA MARKETING

META ADS &
LINKEDIN ADS

SEARCH ENGINE MARKETING

GOOGLE ADS &
GOOGLE MY BUSINESS

CREATIVE & CONTENT DEVL.P.

GRAPHIC DESIGNING &
COPY/CONTENT CREATION

SOFTWARE SKILLS



CLIENTS



HAVE
STILL

WORKED PROJECTS



META ADS

SOCIAL MEDIA MARKETING

DONE 50+ PROJECTS

DELVED INTO THE INTRICACIES OF AD CAMPAIGN PERFORMANCE, METICULOUSLY ANALYZING DATA TO UNCOVER ACTIONABLE INSIGHTS. BY LEVERAGING ADVANCED ANALYTICS TOOLS, I'VE SUCCESSFULLY OPTIMIZED AD CAMPAIGNS FOR VARIOUS CLIENTS, DRIVING SIGNIFICANT IMPROVEMENTS IN PERFORMANCES.

CLIENT : PEACE RADIO (AWARENESS CAMPAIGN)

Ad	Budget	Results	Reach	Impressions	Cost per result	CPM (cost per 1,000 impressions)	Amount spent	Frequency
 Fund Collection Reach Campaign	₹100.00 Daily	3,245 Reach	3,245	3,832	₹186.67 Per 1,000 people rea...	₹158.07	₹605.74	1.18
Results from 1 ad		3,245 Reach	3,245 Accounts Centre ac...	3,832 Total	₹186.67 Per 1,000 people rea...	₹158.07 Per 1,000 Impressio...	₹605.74 Total Spent	1.18 Per Accounts Centr...

CLIENT : PIXFOREST (WEB TRAFFIC)

☐	TOF WEB TRAFFIC 01 (Folder)	Off	Highest volume	₹300.00 Daily	7-day click or ...	3,207 Link clicks	27,376	32,841	₹0.28 Per Link Click
☐	Web visitors Retarget	Off	Using ad set bid...	Using ad set bu...	7-day click or ...	1.2 ^[2] Website Adds To ...	5,962	6,510	₹19.99 ^[2] Per Add To Cart
☐	WEB traffic 01	Off	Using ad set bid...	Using ad set bu...	7-day click or ...	1,926 Link clicks	21,858	24,953	₹0.35 Per Link Click

CLIENT : D5N DIGITAL (WHATSAPP ENGAGEMENT)

Off/On	Ad	Results	Reach	Impressions	CPM (cost per 1,000 impressions)	Cost per result	Amount spent
☒	 DHB TRAFFIC LIVE PROJECT	1,605 ^[2] Landing page views	94,114	123,984	₹12.90	₹1.00 ^[2] Per landing page view	₹1,600.00
	Results from 1 ad	1,605 ^[2] Landing page views	94,114 Accounts Centre accounts	123,984 Total	₹12.90 Per 1,000 Impressions	₹1.00 ^[2] Per landing page view	₹1,600.00 Total Spent

CLIENT : SKY TIME (WHATSAPP ENGAGEMENT, REMARKETING & LOOKALIKE)

Ad	Budget	Results	Reach	Impressions	Cost per result	CPM (cost per 1,000 impressions)	Amount spent	Frequency
 sherin whatsapp ad 04/03	₹900.00 Daily	238 [2] Messaging conve...	77,707	116,869	₹21.19 [2] Per messaging c...	₹43.14	₹5,042.04	1.50
Results from 1 ad ⓘ		238 [2] Messaging conve...	77,707 Accounts Centr...	116,869 Total	₹21.19 [2] Per messaging c...	₹43.14 Per 1,000 Impressio...	₹5,042.04 Total Spent	1.50 Per Accounts Centr...
 sherin whatsapp ad 04/03	₹600.00 Daily	109 [2] Messaging conve...	56,927	69,220	₹22.12 [2] Per messaging c...	₹34.84	₹2,411.54	1.22
Results from 1 ad ⓘ		109 [2] Messaging conve...	56,927 Accounts Centr...	69,220 Total	₹22.12 [2] Per messaging c...	₹34.84 Per 1,000 Impressio...	₹2,411.54 Total Spent	1.22 Per Accounts Centr...
☐ Off/On	Ad	Budget	Results	Reach	Impressions	Cost per result	Amount spent	
☐	 sherin whatsapp ad 04/03	₹900.00 Daily	157 [2] Messaging conversations...	68,405	87,774	₹19.02 [2] Per messaging conversat...	₹2,986.87	
	Results from 1 ad ⓘ		157 [2] Messaging conversations...	68,405 Accounts Centre ac...	87,774 Total	₹19.02 [2] Per messaging conversat...	₹2,986.87 Total Spent	

CLIENT : ZEESONIC (WHATSAPP ENGAGEMENT & LEADS)

	മികച്ച സോളാർ സർവീ... KSEB ബില്ല് നിങ്ങൾക്ക് ഒരു ... Used in 1 ad	3 [2] Messaging conversati...	898	1,256	₹138.08 [2] Messaging conv...	₹414.23	1.40	19	₹21.80	₹329.80
	വർദ്ധിച്ചു വരുന്ന വൈ... വൈദ്യുതി ചെലവ് കുറയ്... Used in 1 ad	1 On-Facebook lead	456	565	₹290.25 On-Facebook lea...	₹290.25	1.24	8	₹36.28	₹513.72
	വർദ്ധിച്ചു വരുന്ന വൈ... വൈദ്യുതി ചെലവ് കുറയ്... Used in 1 ad	—	166	182	—	₹79.35	1.10	1	₹79.35	₹435.99

CLIENT : DUMHANDI THAILAND (TRAFFIC CAMPAIGN)

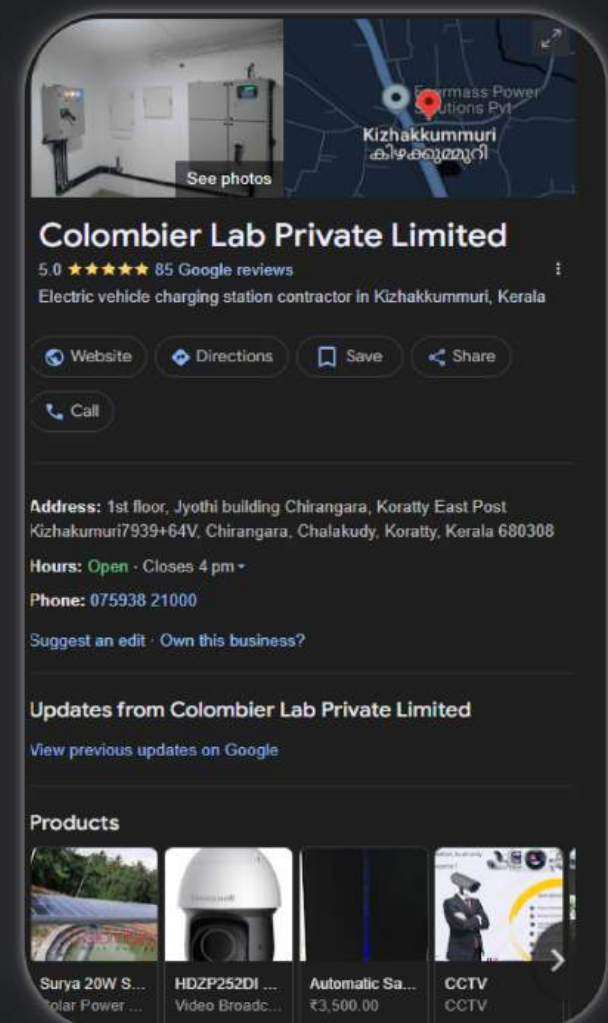
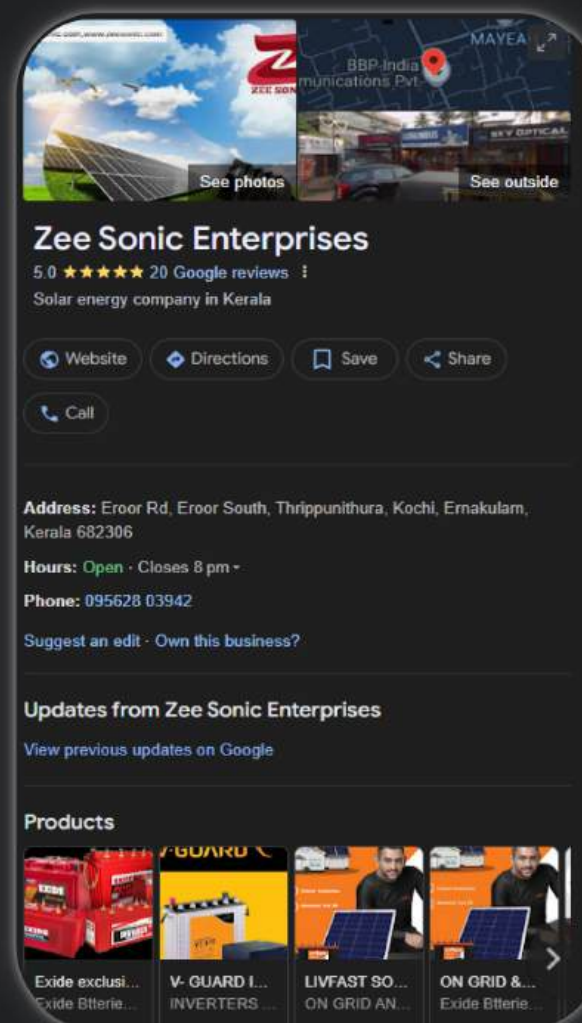
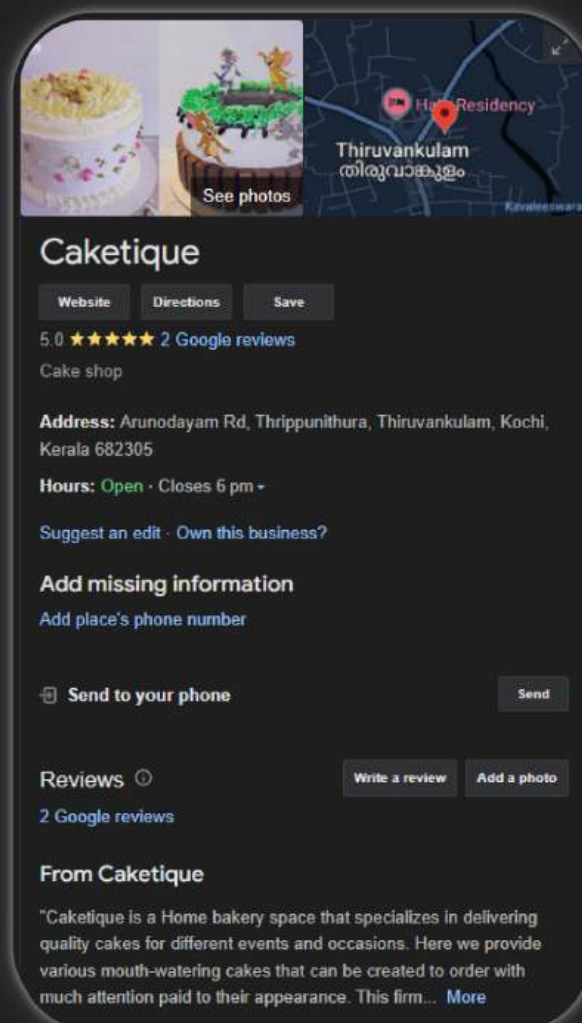
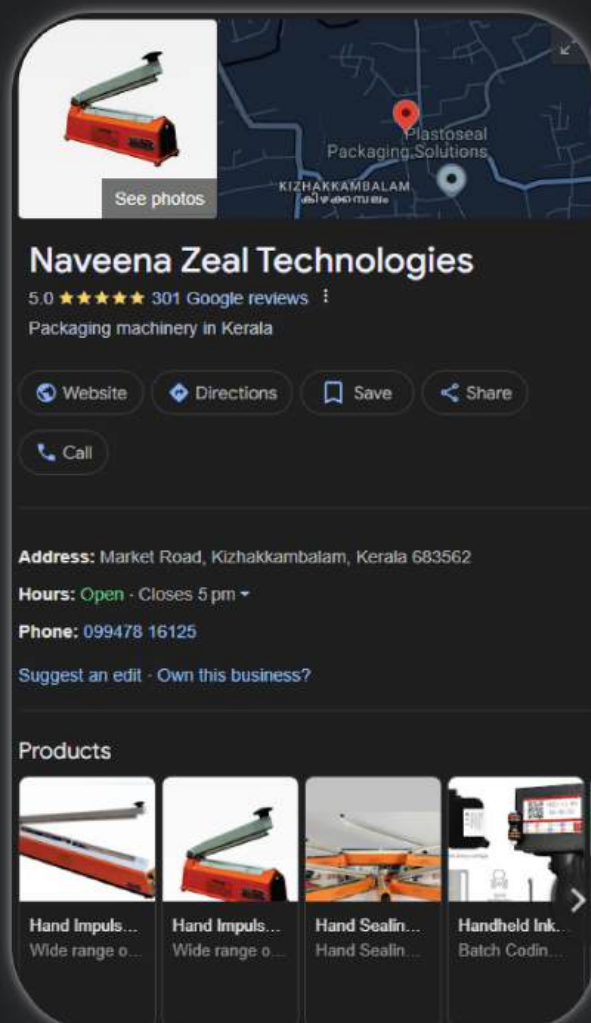
Ad	Results	Reach	Impressions	CPM (cost per 1,000 impressions)	Cost per result	Amount spent
 DHB TRAFFIC LIVE PROJECT	1,605 [2] Landing page views	94,114	123,984	฿12.90	฿1.00 [2] Per landing page view	฿1,600.00
Results from 1 ad ⓘ	1,605 [2] Landing page views	94,114 Accounts Centre accounts	123,984 Total	฿12.90 Per 1,000 Impressions	฿1.00 [2] Per landing page view	฿1,600.00 Total Spent

GMB INTERACTION

GOOGLE MY BUSINESS

DONE 5+ PROJECTS

I OPTIMIZED GMB PROFILES FOR THESE COMPANIES, ENSURING MAXIMUM VISIBILITY ON GOOGLE SEARCH AND MAPS. FROM CRAFTING COMPELLING BUSINESS DESCRIPTIONS TO MANAGING CONSISTENT BRANDING, I METICULOUSLY TAILOR EACH PROFILE TO YOUR UNIQUE NEEDS. BY LEVERAGING GMB'S POWERFUL FEATURES.

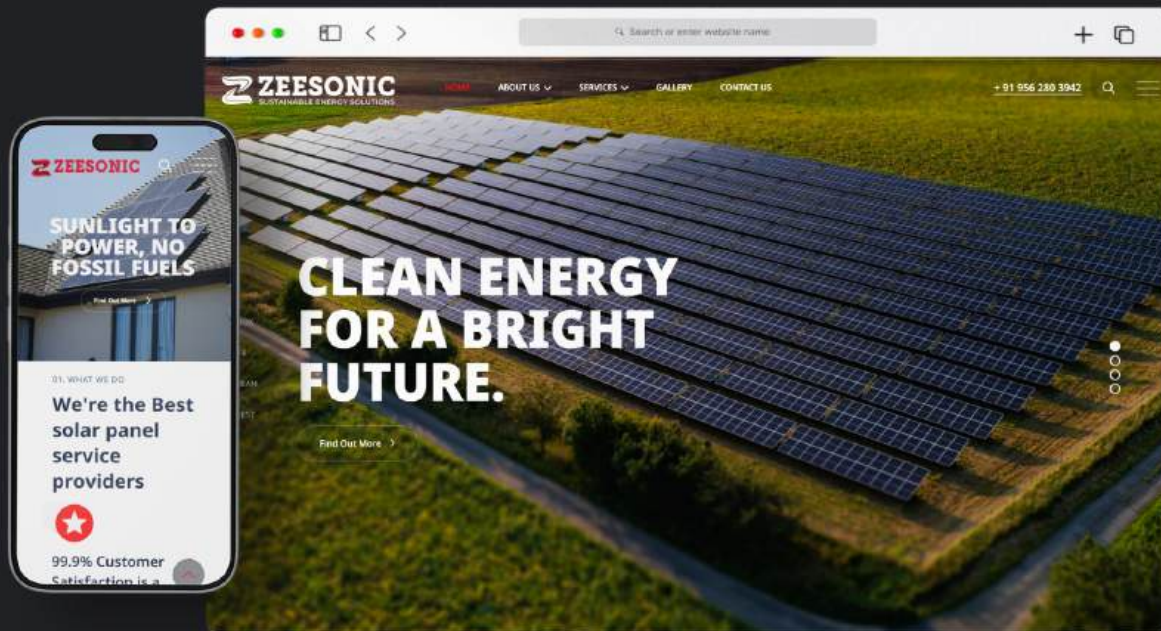


WEB DESIGNING

WORDPRESS THEME DEVELOPMENT

DONE 6+ PROJECTS

USING WORDPRESS, I'VE CRAFTED ENGAGING COPY, SELECTED SUITABLE THEMES, AND CUSTOMIZED THEM FOR VISUALLY APPEALING AND USER-FRIENDLY DIGITAL EXPERIENCES. MY APPROACH BLENDS TECHNICAL EXPERTISE WITH CREATIVE FLAIR TO DELIVER WEBSITES THAT EFFECTIVELY COMMUNICATE BRAND IDENTITY AND DRIVE USER ENGAGEMENT.

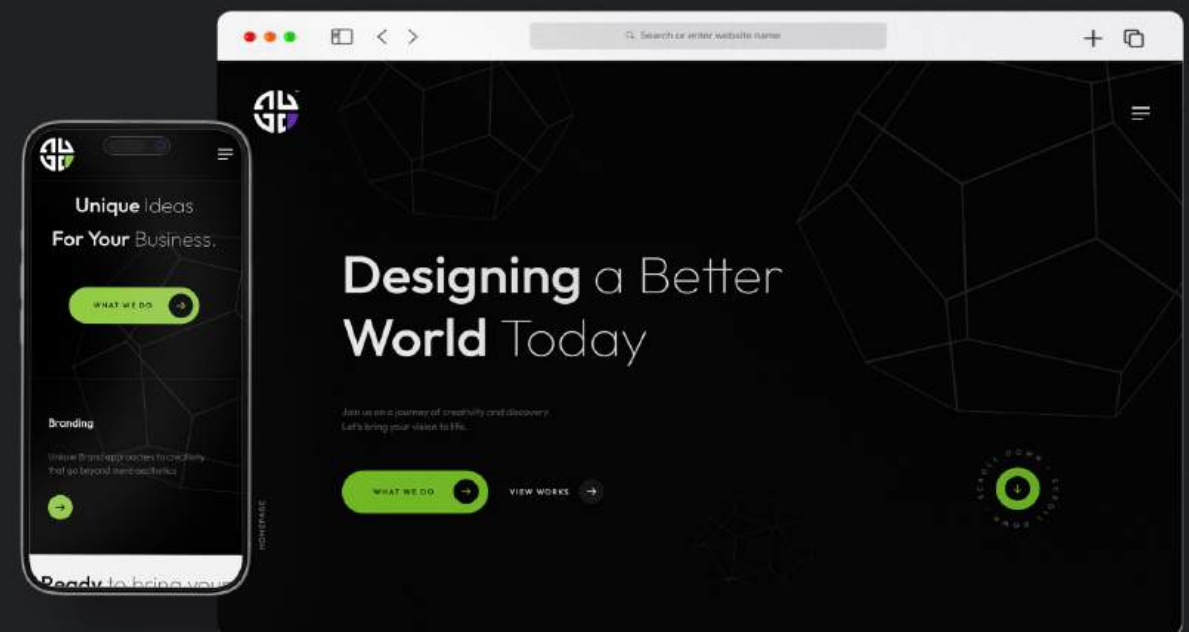


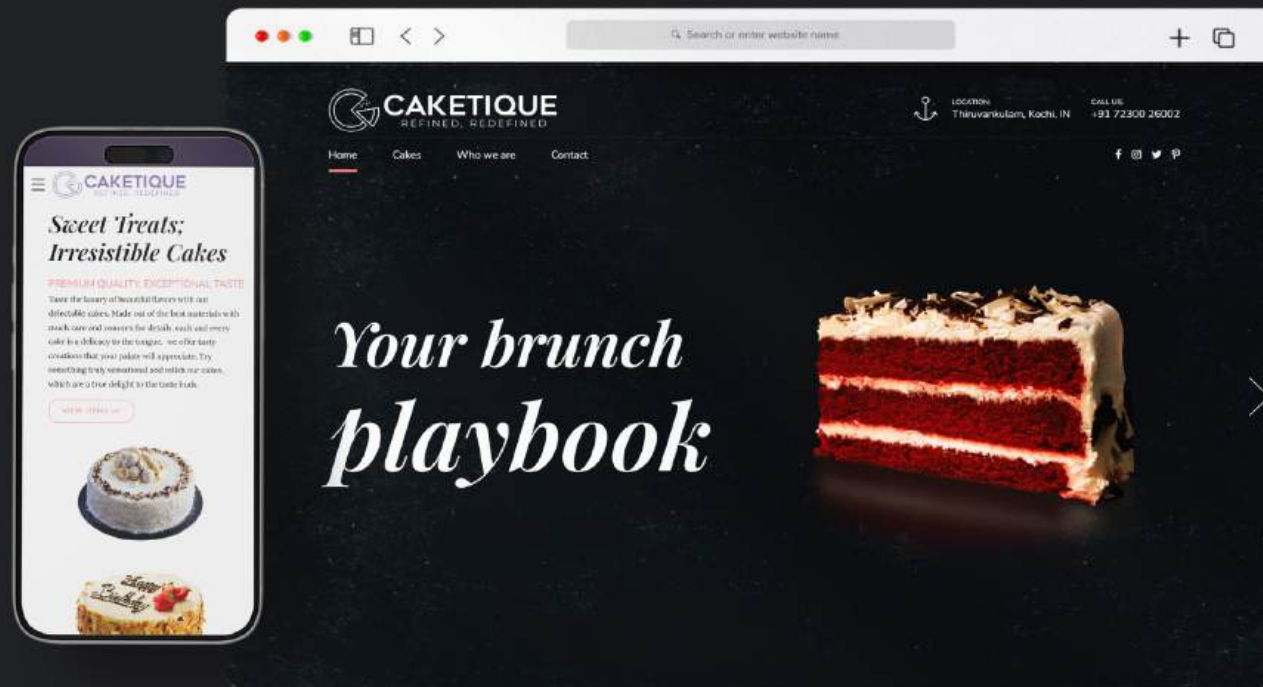
ZEE SONIC.COM

ZEE SONIC ENTERPRISES, ONE OF THE BEST SOLAR PANEL SERVICE PROVIDERS IN THE INDUSTRY, IS LEADING THE WAY TOWARDS A FUTURE DOMINATED BY SOLAR ENERGY.

AUVI.IN

AUVI PROVIDES COMPREHENSIVE DIGITAL MARKETING, DESIGN, AND WEB DEVELOPMENT SERVICES TAILORED TO CUSTOMERS LOCAL NEEDS



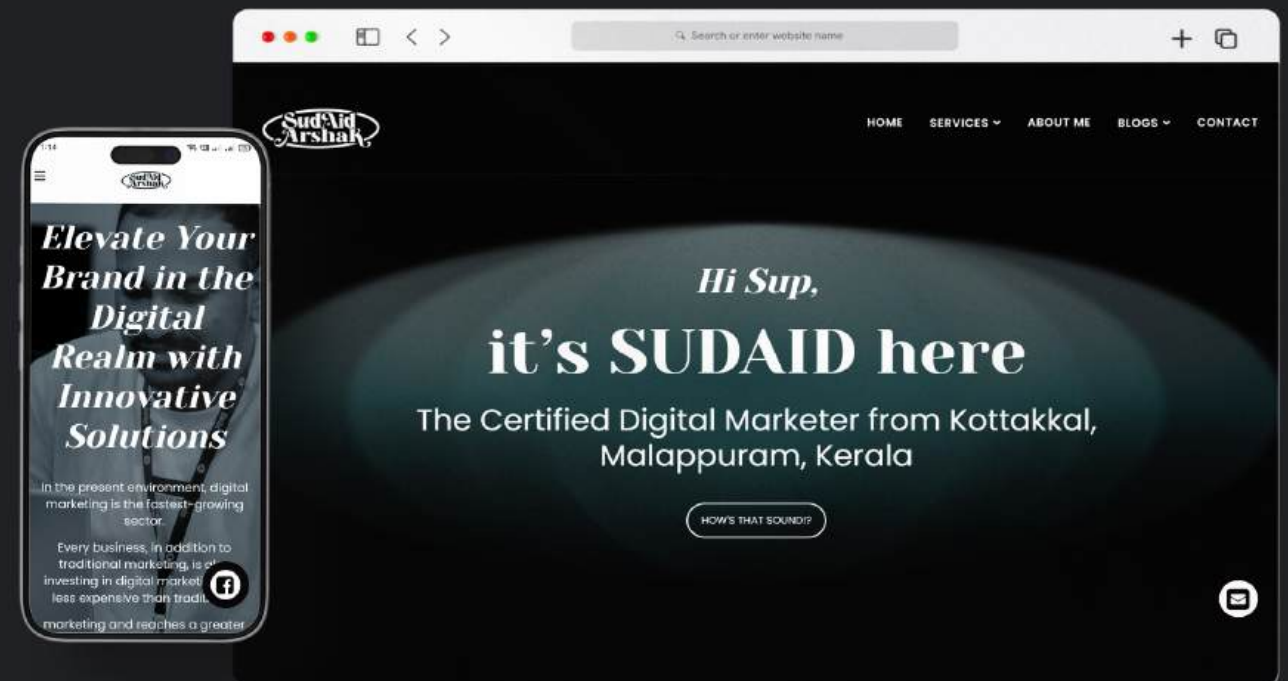


CAKETIQUE.IN

CAKETIQUE IS A HOME BAKERY SPACE THAT SPECIALIZES IN DELIVERING QUALITY CAKES FOR DIFFERENT EVENTS AND OCCASIONS

SUDAIDARSHAK.COM

IT'S A PERSONAL PORTFOLIO WEBSITE, WITH CUTTING-EDGE DIGITAL MARKETING AND GRAPHIC DESIGN SOLUTIONS TAILORED TO ELEVATE THE BRAND'S ONLINE PRESENCE.



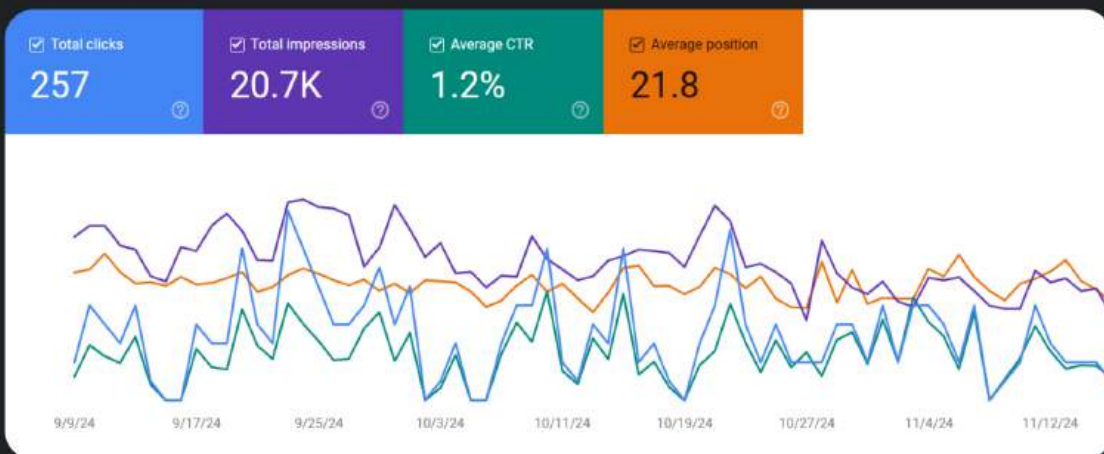
SEO

SEARCH ENGINE OPTIMIZATION

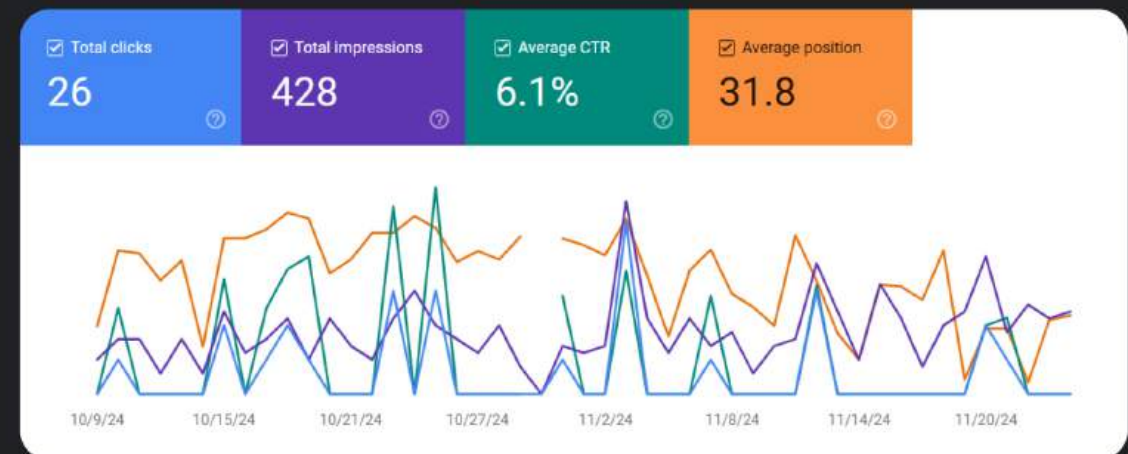
DONE 15+ PROJECTS

I'VE SUCCESSFULLY IMPLEMENTED SEO STRATEGIES FOR THESE MAJOR COMPANIES WEBSITES, INCLUDING MY PERSONAL WEBSITE. BY CONDUCTING IN-DEPTH KEYWORD RESEARCH, OPTIMIZING ON-PAGE ELEMENTS, AND BUILDING HIGH-QUALITY BACKLINKS, I'VE SIGNIFICANTLY IMPROVED SEARCH ENGINE RANKINGS AND DRIVEN ORGANIC TRAFFIC. MY FOCUS ON DATA-DRIVEN INSIGHTS AND WHITE-HAT SEO TECHNIQUES HAS CONSISTENTLY DELIVERED MEASURABLE RESULTS

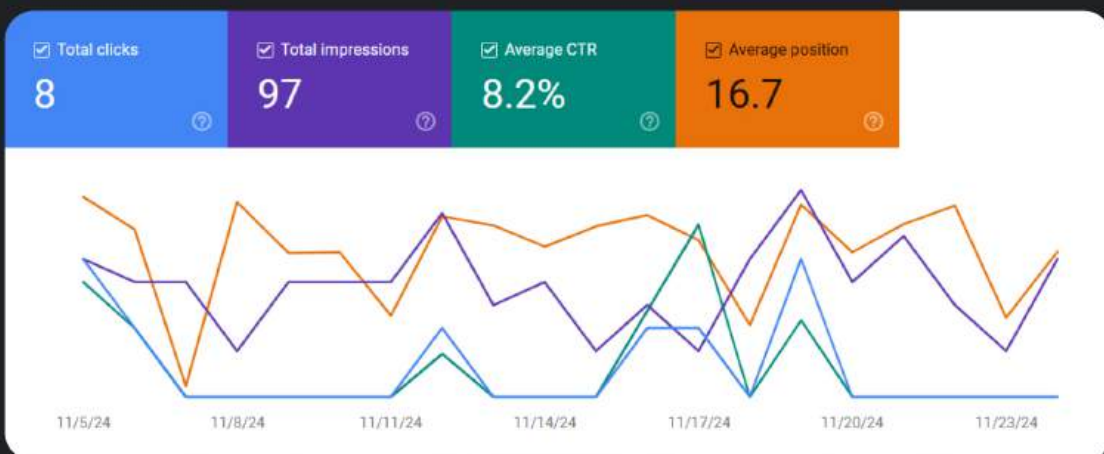
SITE : ZEESONIC.COM



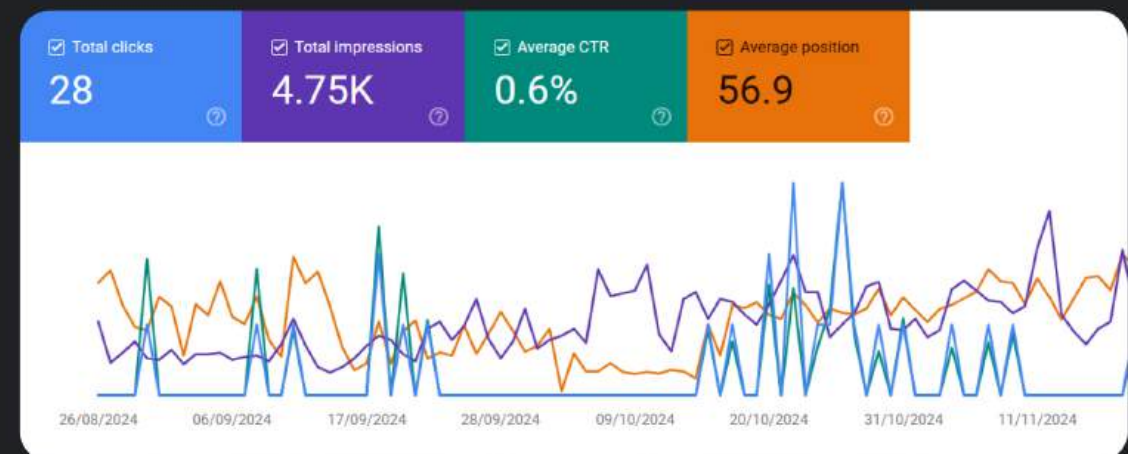
SITE : NAVEENAZEAL.COM



SITE : AUVI.IN



SITE : SUDAIDARSHAK.COM



GOOGLE ADS

SEARCH ENGINE MARKETING

DONE 10+ PROJECTS

IMPLEMENTED VARIOUS SEARCH ENGINE MARKETING CAMPAIGNS ON GOOGLE ADS. BY LEVERAGING KEYWORD RESEARCH, AD COPY OPTIMIZATION, AND BID MANAGEMENT STRATEGIES, I'VE CONSISTENTLY DRIVEN SIGNIFICANT INCREASES IN WEBSITE TRAFFIC AND CONVERSIONS. MY EXPERIENCE ENCOMPASSES YOUTUBE, DISPLAY, AND SEARCH ADS. I'M PROFICIENT IN USING GOOGLE ADS' ADVANCED FEATURES TO TRACK KEY METRICS AND OPTIMIZE CAMPAIGNS FOR MAXIMUM ROI.

SEARCH AD CAMPAIGN :

Exact match -Ad group		—	0.00	₹0.00	Standard	1	9	11.11%	₹3.12	₹3.12	0.00
Phrase match -Ad group		—	3.00	₹125.46	Standard	13	84	15.48%	₹28.95	₹376.39	3.00
Britco delhi confirmation			0.00	—		—	—	—	—	—	0.00
WhatsApp Click			1.00	—		—	—	—	—	—	1.00
Lead form submit			2.00	—		—	—	—	—	—	2.00
Total: Ad groups in your current view			3.00	₹126.50		14	93	15.05%	₹27.11	₹379.51	3.00

DISPLAY AD CAMPAIGN :

Ad group	Status	Target CPA	↑ Conversions	Cost / conv.	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost
Topics, key word, placement	Campaign ended	—	0.00	₹0.00	Display	2	59	3.39%	₹7.28	₹14.57
audiens segment	Campaign ended	—	9.00	₹14.09	Display	74	1,128	6.56%	₹1.71	₹126.84

YOUTUBE AD CAMPAIGN :

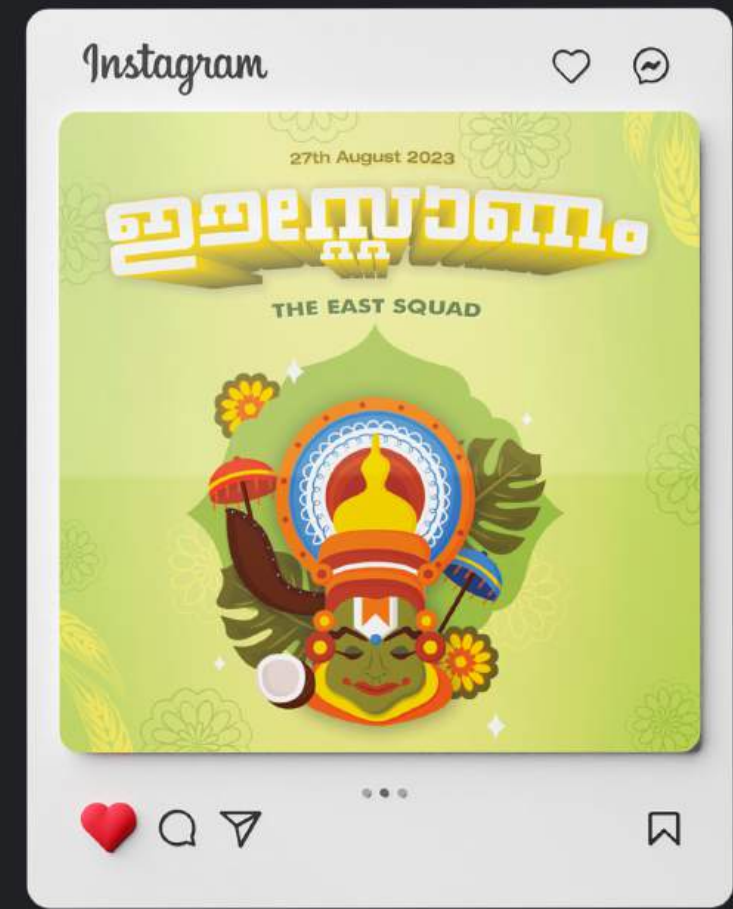
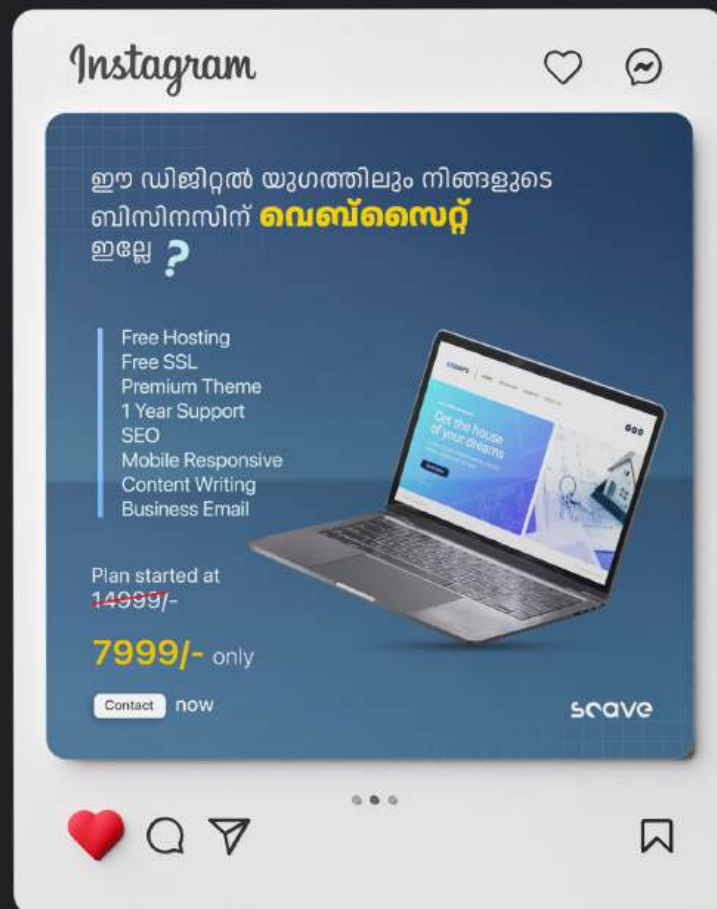
Ad group	Status	Max. CPV	Views	Avg. CPV	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions (current model)
bridco delhi skippable ad	Cam... paus...	₹0.83	15,602	₹0.24	Skippable in-stream	275	36,077	0.76%	₹13.83	₹3,803.84	0.00
Ad group	Status	Target CPV	Views	Avg. CPV	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	
Video views - 2024-03-18	Cam... ended	₹0.10	7	₹0.22	Responsive video ad	0	14	0.00%	—	₹1.54	

CREATIVE & CONTENT DEVELOPMENT

GRAPHIC DESIGNING & COPY/CONTENT CREATION

DONE 80+ PROJECTS

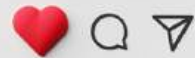
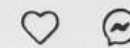
WITH A KEEN EYE FOR DESIGN AND A PASSION FOR STORYTELLING, I TRANSFORM COMPLEX IDEAS INTO VISUALLY STUNNING CONTENT. I COLLABORATE CLOSELY WITH CLIENTS TO UNDERSTAND THEIR UNIQUE NEEDS AND GOALS. WHETHER IT'S CRAFTING EYE-CATCHING SOCIAL MEDIA POSTS, DESIGNING INFORMATIVE INFOGRAPHICS, OR CREATING IMMERSIVE BRAND EXPERIENCES, I DELIVER EXCEPTIONAL RESULTS THAT LEAVE A LASTING IMPACT.



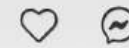
Instagram



Instagram



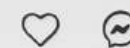
Instagram



Instagram



Instagram



Instagram





കുതിച്ചുയരുന്ന
കരണ്ട് ബില്ലിന് ഒരു ശാശ്വത പരിഹാരം!!

സോളാറിലേക്ക് മാറൂ...
സൗജന്യ കൺസൾട്ടേഷനായി ZEESONIC നെ ഇന്നുതന്നെ ബന്ധപ്പെടൂ...

Visit our website www.zeesonic.com Call us now +91 9562803942, +91 8138803942

മഴക്കാലത്തെ ഇടയ്ക്കിടെ ഉള്ള
കറന്റ് കട്ട് ഇനി ഒരു പ്രശ്നമേ അല്ല!!

മഴക്കാലത്തും സോളാർ എന്റർപ്രൈസീസ് ആവട്ടെ വീടിന്റെ പ്രവർത്തനം

മികച്ച ലോൺ ഫെസിലിറ്റിയോടെയും, സബ്സിഡി ആനുകൂല്യങ്ങളോടെയും സോളാർ സ്ഥാപിക്കാൻ ഇന്നുതന്നെ ZEESONIC നെ ബന്ധപ്പെടൂ...

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ജനി അകത്തും പുറത്തും സൂര്യ വെളിച്ചം

ഈ ഓണത്തിന് തന്നെ സോളാർ സ്ഥാപിക്കൂ അതും സബ്സിഡിയോട് കൂടി

78% വരെയുള്ള സബ്സിഡി ആനുകൂല്യങ്ങളും, മികച്ച ലോൺ ഫെസിലിറ്റിയും വിനിയോഗ്യരാക്കാൻ ബന്ധപ്പെടൂ...

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കറന്റ് ബില്ല് അനുസരിച്ച് എത്ര Kw സോളാർ പ്ലാന്റ് സ്ഥാപിക്കണം എന്ന ചിന്തയിലാണോ?

കരണ്ട് ബില്ല് അനുസരിച്ച് ഒരു വീട്ടിൽ എത്ര kW സോളാർ പ്ലാന്റ് ആണ് സ്ഥാപിക്കേണ്ടത് എന്നത് എല്ലാവർക്കും ഉള്ള ഒരു സംശയമാണ്. ഇനി ആ സംശയം വേണ്ട!!

നിങ്ങളുടെ കരണ്ട് ബില്ലിനനുസൃതമായ സോളാർ പ്ലാന്റുകൾ സ്ഥാപിക്കാം പ്രതി കൺസൾട്ടേഷനോടെ ZEESONIC SOLAR- ലൂടെ

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സോളാർ സ്ഥാപിക്കുന്നതിലൂടെ പരിസ്ഥിതി എങ്ങനെ സംരക്ഷിക്കപ്പെടുന്നു..?

സോളാർ എന്റർപ്രൈസീസ് മാറുന്നതിലൂടെ നിങ്ങൾ പരിസ്ഥിതിയിൽ കൊണ്ടുവരുന്ന മാറ്റങ്ങൾ എന്തൊക്കെയാണെന്ന് അറിയാമോ? >>>>

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BENEFITS!! OF INSTALLING SOLAR PANELS

- LOW MAINTENANCE
- GOVT. INCENTIVES
- REAL ESTATE APPRAISAL
- LONG TERM SAVINGS

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 arshaksudaaid2002@gmail.com