

Reshma Shaikh

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SUMMARY

Lead Digital Marketing Trainer with over 17 years of experience, having trained 70,000+ students through offline, online, and corporate sessions (via Zoom, Google Meet, and in-person). I specialize in **SEO, PPC, Meta Ads, SMM, WordPress, eCommerce etc.** simplifying complex digital marketing topics to make them easy to apply in real-world scenarios.

As a **Performance Marketing Trainer**, I've guided individuals and teams in maximizing ROI through **Google Ads, Meta Ads**, and PPC campaigns, focusing on practical strategies that drive results. I've also delivered corporate training for companies like Adani Electricity, EY India, and Team Pumpkin, tailoring content to meet specific business needs.

I'm passionate about empowering students and professionals to succeed in the digital world, whether through in-person, remote, or hybrid learning formats.

EXPERIENCE

IIDE - Indian Institute of Digital Education

Manager – Student Success Team - 04/2025 - Current

- Managed student placement operations, helping students secure roles with top companies.
- Led a team of trainers and program managers for the **Postgraduate Digital Marketing Program**, ensuring effective course delivery and strong industry connections.
- Integrated **AI learning** into **performance marketing** and **creative subjects**, providing students with hands-on experience in using AI tools for campaign optimization and content creation.
- Ensured that students were equipped with both foundational and cutting-edge skills, making them job-ready for the evolving digital landscape.

Academic Manager – Course Delivery | Head of Trainers

10/2023 - 03/2025

- Directed a team of **12 trainers** to deliver high-quality digital marketing courses across multiple formats.

SKILLS

Digital Marketing & Advertising

- Google Ads (SEM), PPC Campaigns, Meta Ads (Facebook & Instagram)
- Social Media Marketing (SMM & SMO)
- YouTube Marketing, Ecommerce Marketing, Affiliate Marketing & AdSense
- Amazon Marketplace Optimization's Product Listing, Sponsored Ads (Amazon PPC), Sales Growth Strategy
- Email Marketing (Mailchimp, Campaign Strategy & Automation)
- Media Planning & Strategy, Conversion Rate Optimization (CRO)

AI & Automation in Marketing

- ChatGPT, Gemini, Copy.ai for ad copy & content generation
- MidJourney, DALL-E for creatives
- AI-assisted SEO audits & keyword research
- AI Avatar, UGC, CGI content creation for Social Media
- Campaign automation workflows

SEO & Content Strategy

- On-Page, Off-Page & Technical SEO
- Keyword Research & SEO Copywriting
- Website Content Optimization & Blogging
- Google Search Console, Ahrefs, SEMrush, Screaming Frog Spider

Analytics & Reporting

- Google Analytics (GA4), Google Tag Manager
- Google Search Console
- Looker Studio (Data Visualization & Reporting)

Web Development & Design

- WordPress, Shopify
- HTML/CSS
- Adobe Photoshop
- Adobe Illustrator

Leadership & Training

- Team Leadership & Management

- Led **corporate training programs** for top clients including **Adani Electricity, EY India, and Team Pumpkin**, customizing content to client objectives.
- Enhanced course content and delivery methods, improving learner engagement and program completion rates.

Senior Digital Marketing Trainer - 02/2022 - 10/2023

- Trained students and professionals in **SEO, PPC, Google Ads**, and **social media strategies**, WordPress, eCommerce, Google Analytics, Affiliate Marketing, and more.
- Mentored postgraduate students, guiding them in career planning and project execution.
- Designed exercises, assignments, and case studies to reinforce practical application of concepts.

EARLIER EXPERIENCE

Senior Digital Marketing Trainer - 2007 - 2022

MCTA Mumbai | DMTI Softpro | Compufield Computer Institute

- Trained students and professionals in **SEO, PPC, Google Ads**, and **social media strategies**, WordPress, eCommerce, Google Analytics, Affiliate Marketing, and more.
- Developed comprehensive course materials that covered digital marketing fundamentals and advanced techniques, consistently updating content to align with industry trends.
- Created custom learning modules for various audiences, from beginners to professionals, ensuring they understood both the theory and application of key concepts like **Google Ads, SEO, Google Analytics, and Meta Ads**.
- Assisted students in executing real-world digital marketing campaigns, helping them secure job opportunities in top organizations by focusing on **practical application** and industry readiness.
- Conducted corporate training for prominent clients, including Adani Electricity, EY India, and Team Pumpkin, tailoring content to meet specific organizational needs.
- Mentored students and professionals in **Performance Marketing, Creative Campaigns, and Digital Strategy**, fostering their career growth with practical, results-driven approaches.

Consultant | Freelancer | Content & SEO Strategist | WordPress & Digital Marketing Expert

January 2018 - Present

- Curriculum Development & Training Strategy
- Student Coaching & Mentoring

EDUCATION

Bachelor of Arts: English Literature, 07/2009

IGNOU - Indira Gandhi National Open University - New Delhi

- Developed and implemented **SEO** strategies, increasing organic traffic by 100% within 3 months and improving website rankings on Google.
- Managed **Google Ads** (search, display, shopping, Pmax) and **Meta Ads** campaigns, optimizing for **ROI**, reducing **cost-per-lead**, and improving **return on ad spend** (ROAS).
- Focused on **eCommerce** optimization for **Amazon** and **Flipkart marketplaces**, improving product visibility and sales through targeted campaigns.
- Built and maintained SEO-friendly **WordPress websites**, optimizing site structure and performance for better user experience and search rankings.
- Delivered **AI-focused workshops** for students, integrating **AI tools** into **performance marketing** and **creative strategies** to drive results.