

MOHAMMED FAHEEM KP

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PROFESSIONAL SUMMARY

MBA graduate specialising in Marketing and Business Analytics with hands-on GCC experience in competitor intelligence, digital presence benchmarking, and data-informed campaign strategy. Skilled in translating market research and customer data into actionable insights. Seeking an entry-level Marketing, Business Development, or Customer Relationship role to drive measurable business growth.

WORK EXPERIENCE

Business Analyst Intern | Ultra Stream Technologies LLC — Dubai, UAE *February 2026 – Present*

Online Competitor Benchmarking & Digital Presence Analysis

- Conducted a multi-criteria benchmarking study of 9 companies (own, same-level, and aspirational competitors) across SEO performance, Google Reviews sentiment, website quality, and social media presence
- Analysed domain authority, organic traffic, keyword rankings, and bounce rates using SEMrush and Google PageSpeed Insights; identified Ultra Stream's SEO gaps including a late-2025 traffic decline and high bounce rate versus competitors
- Performed AI-assisted sentiment analysis on 200+ Google Reviews across all 9 competitors, scoring them on recency, volume, rating, and response behaviour to produce a weighted competitive index
- Identified a proprietary digital acquisition advantage held by Ultra Stream through competitive benchmarking, not replicated by any peer company in the analysis
- Built an interactive HTML dashboard consolidating all scoring, visualisations, and qualitative findings into a presentation-ready deliverable for senior management

EDUCATION

MBA – Marketing & Business Analytics

Acharya Institute of Graduate Studies, Bengaluru, India | CGPA: 80.18%

2023 – 2025

BSc Biotechnology

EMEA College of Arts and Sciences, Kondotty, India | 75%

2018 – 2021

CERTIFICATIONS

- **Decision-Making** — Arizona State University via Coursera | April 2024
- **Digital Marketing Program** — CDA Academy, Calicut | March 2025 – Present
- **Claude 101** — Anthropic | June 2026

Coursework includes SEO/SEM strategy, Google Ads campaign management, social media marketing, and portfolio development (faheemstrategist.com).

SKILLS

Digital Marketing: SEO, SEM, Google Ads, Email Marketing, Social Media Marketing, Content Planning, Marketing Automation

Analytics & Tools: Google Analytics 4, Google Search Console, SEMrush, PageSpeed Insights, MS Excel (Advanced), Canva, PowerPoint

Research & Strategy: Competitor Benchmarking, Market Research, Consumer Behaviour Analysis, Brand Positioning, Campaign Planning, B2B Marketing, B2C Marketing

Soft Skills: Creative Thinking, Cross-Functional Collaboration, Communication, Leadership, Adaptability, Attention to Detail

LANGUAGES

English (Fluent) • Hindi (Proficient) • Malayalam (Native) • Arabic (Read & Write)

Nationality: Indian | Immediate Joiner