

PORTFOLIO

Creative



INTRODUCTION



I'M FINNU MUHAMMED, A DIGITAL MARKETER WHO BELIEVES CAMPAIGNS SHOULD NOT ONLY PERFORM BUT ALSO LEAVE PEOPLE TALKING. I MIX STRATEGY WITH CREATIVITY, THE SERIOUS WITH THE PLAYFUL, AND THE NUMBERS WITH THE NARRATIVE. IF DIGITAL MARKETING HAD A PERSONALITY, MINE WOULD BE THE CONFIDENT FRIEND WHO ALWAYS CRACKS THE RIGHT JOKE IN THE MIDDLE OF A SERIOUS MEETING.



FINNU MUHAMMED



I'VE ALWAYS BEEN THE PERSON WHO STEPS UP, ORGANIZES, AND MAKES SURE THINGS ACTUALLY HAPPEN. FROM LEADING EVENTS TO MANAGING PEOPLE TO RUNNING IDEAS INTO EXECUTION, I'VE LIVED MOST OF MY STUDENT LIFE ON THE FRONTLINE. I'M THE TYPE WHO SEES A BLANK PAGE AS AN OPPORTUNITY, NOT A PROBLEM. MARKETING, FOR ME, IS JUST A LOUDER, LARGER VERSION OF WHAT I'VE ALWAYS DONE—BRINGING IDEAS TO LIFE AND MAKING SURE THEY REACH THE RIGHT PEOPLE IN THE RIGHT WAY.

EDUCATION BACKGROUND



FAROOK COLLEGE (AUTONOMOUS)

BCOM CA /2020-25

GRADUATED IN B.COM COMPUTER APPLICATION FROM FAROOK COLLEGE, CALICUT. MY TIME THERE WAS MORE THAN ACADEMICS—IT SHAPED MY LEADERSHIP, SHARPENED MY ABILITY TO MANAGE PEOPLE, AND GAVE ME THE CONFIDENCE TO TURN IDEAS INTO ACTION.



HARIS & CO ACADEMY

AI INTEGRATED DIGITAL MARKETING 2025

I TRAINED AT HARIS & CO ACADEMY, A AI INTEGRATED DIGITAL MARKETING INSTITUTE KNOWN FOR ITS QUALITY-DRIVEN APPROACH. IT SHAPED ME INTO A CONFIDENT PROFESSIONAL, READY TO TAKE ON REAL-WORLD CHALLENGES WITH CLARITY AND SKILL.

PERSONAL SKILLS

- | | |
|----------------------|-------------------|
| • LEADERSHIP | • PUBLIC SPEAKING |
| • STRATEGIC THINKING | • ORGANISING |
| • CREATIVITY | • COMMUNICATION |



BY FINNU MUHAMMED



EXPERIENCE



IST DC REPRESENTATIVE
FAROOK COLLEGE STUDENTS UNION 2020-21

I BEGAN MY COLLEGE JOURNEY AS THE FIRST DC REPRESENTATIVE, A ROLE THAT TAUGHT ME HOW TO VOICE THE CONCERNS OF MANY AND TURN THEM INTO ACTION. IT WAS MY FIRST STEP INTO LEADERSHIP, WHERE I LEARNED THE IMPORTANCE OF RESPONSIBILITY, COMMUNICATION, AND STANDING UP FOR PEOPLE WITH CONFIDENCE.



GENERAL SECRETARY
FAROOK COLLEGE STUDENTS UNION 2024-25

I SERVED AS THE GENERAL SECRETARY OF THE STUDENT UNION, A ROLE THAT DEMANDED BOTH LEADERSHIP AND ACCOUNTABILITY. IT TAUGHT ME HOW TO MANAGE PEOPLE, BALANCE DIFFERENT VOICES, AND TAKE DECISIONS THAT MATTERED. MORE THAN A TITLE, IT WAS AN EXPERIENCE THAT STRENGTHENED MY ABILITY TO LEAD WITH CONFIDENCE AND CLARITY.

TECHNICAL SKILLS



Google Analytics



Google Ads



SEMRUSH

∞ Meta



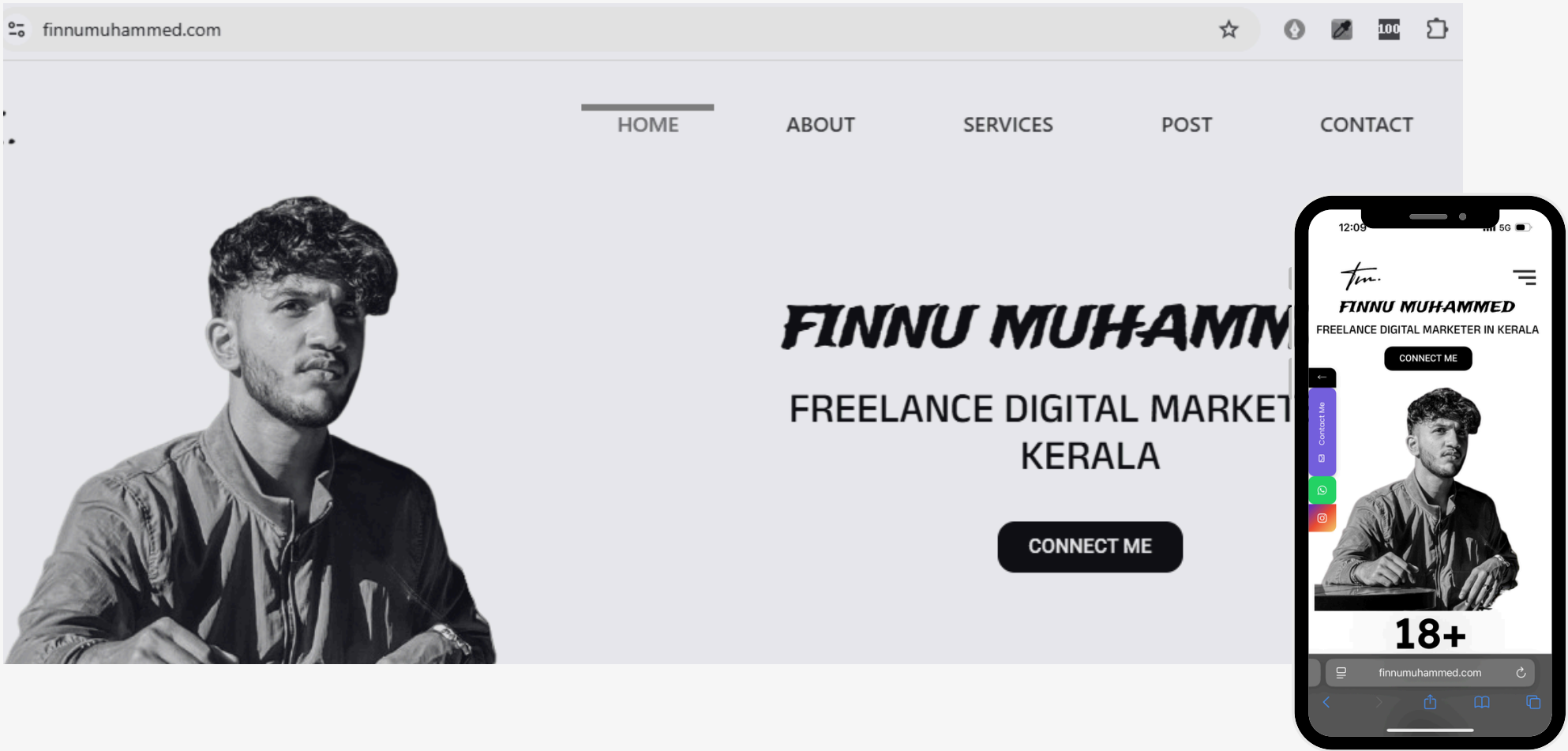
PROJECT

Portfolio



FIRST

✕ WEBSITE
DEVELOPER



I DESIGNED AND DEVELOPED MY PERSONAL WEBSITE, FINNUMUHAMMED.COM, TO BE MORE THAN JUST A LINK—IT’S MY DIGITAL STAGE. IT BRINGS TOGETHER CREATIVITY, STRATEGY, AND BRANDING IN ONE PLACE, BUILT TO SHOWCASE MY WORK WITHOUT FEELING LIKE A BORING PORTFOLIO DUMP. THE PROJECT WAS BOTH A PROFESSIONAL MILESTONE AND PROOF THAT I CAN TURN AN IDEA INTO AN ONLINE PRESENCE THAT ACTUALLY STANDS OUT.

PROJECT



BY FINNU MUHAMMED

SECOND



PROJECT

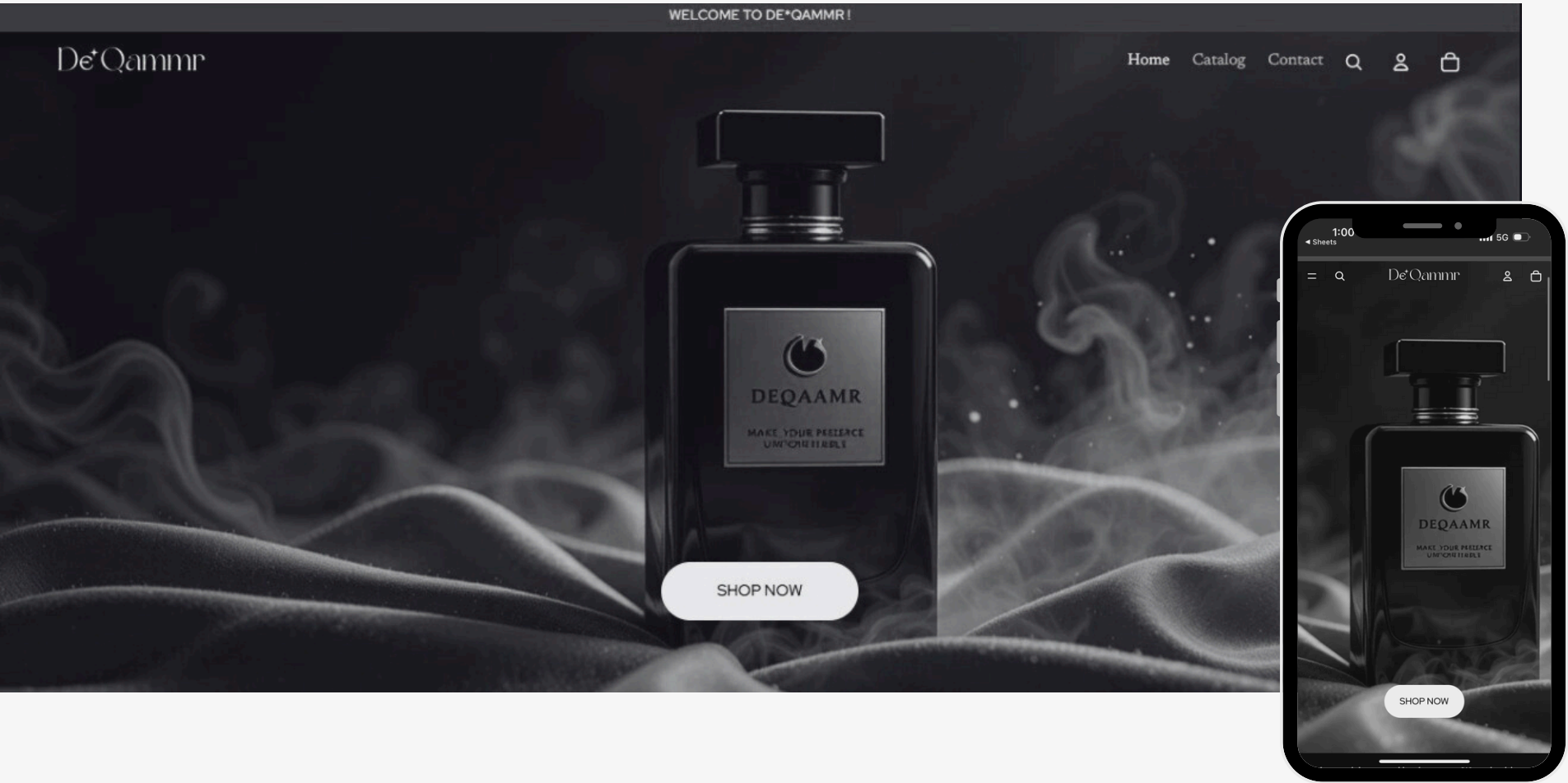
✕ AD HOOK

FOR THIS PROJECT, I BUILT AN AD FLOW THAT DOESN'T JUST TALK BUT ACTUALLY MAKES PEOPLE LISTEN. THE HOOK STARTS WITH A GYM-GOER, TIRED AND STARING AT BORING FRIDGE FOOD—BECAUSE WE'VE ALL BEEN THERE. INSTANTLY, IT CREATES CURIOSITY AND A LITTLE SMIRK OF RECOGNITION. THE PRODUCT DEMO DROPS MUSCLE VOICE PROTEIN INTO THE SCENE, SHOWING OFF ITS TASTE, NUTRITION, AND RECOVERY POWER IN A WAY THAT FEELS MORE LIKE A LIFESTYLE UPGRADE THAN A SUPPLEMENT

THE CALL TO ACTION ENDS ON A BOLD NOTE, PUSHING VIEWERS TO STOP WAITING AND START FUELING THEIR GOALS. THIS PROJECT PROVED TO ME THAT WHEN YOU MIX HUMOR, RELATABILITY, AND MOTIVATION, EVEN A PROTEIN TUB CAN FEEL LIKE A GAME-CHANGER.

THIRD

✕ SHOPIFY
DEVELOPER



PROJECT

I BUILT A SHOPIFY STORE FROM THE GROUND UP, MAKING SURE IT DIDN'T JUST LOOK PRETTY BUT ACTUALLY WORKED LIKE A SELLING MACHINE. FROM SETTING UP PRODUCTS TO TWEAKING THEMES AND ADDING THE RIGHT FEATURES, I TURNED CLICKS INTO SMOOTH RIDES ALL THE WAY TO CHECKOUT. THE PROJECT PROVED I CAN DESIGN ECOMMERCE STORES THAT DON'T JUST EXIST ONLINE BUT CONVINCE VISITORS TO STOP WINDOW-SHOPPING AND START BUYING.



BY FINNU MUHAMMED

TOGETHER

Let's Clap

