Muhammed KV

Digital Marketer & Web Developer

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I handle both halves of an online presence: the website that gets built, and the marketing that gets it found. Most businesses buy those separately and pay for it later, because a site built without search in mind is expensive to fix, and ads pointed at a slow page waste budget.

SELECTED WORK

Zedutoys

E-COMMERCE, BRANDING, WEB

Brand identity and store design for an educational toys retailer. Built a collections system (MindSprout, MakeSprout, ZingPlay) and age-based browsing, so parents shop by what a toy develops rather than by product type.

zedutoys.com Case study

Royal Trading Academy

SOCIAL MEDIA, GRAPHIC DESIGN

Instagram design and day-to-day page handling for a UAE forex institute, across a 23.5K-follower audience. One visual system covering campaign creatives, the Trader of the Week series and Malayalam-language posts.

@royalacademy_ae Case study

Nadan Camp

SOCIAL MEDIA, META ADS, GROWTH

Started a Kerala travel community's Instagram from zero and grew it past 2,000 followers. Run the page and the Meta reel campaigns behind it, with trip creatives carrying a direct booking call to action.

@nadancamp_ Case study

Seven live storefronts

UI/UX, BANNER DESIGN, PRODUCT DESIGN

Desert Essence and Joker Perfumes (UAE), ZEN (Saudi Arabia), DR.IN, COLE, Elegant Bayt and Sterling. UI/UX, banner design and product design on each.

Brand marks

LOGO DESIGN

Logomarks and wordmarks for Zedutoys, Elegant Bayt, Merkatyo, ZEN and sui menu.

WHAT I DO

SEO · Meta Ads · Google Ads · Social media management · Content and SEO copywriting · E-commerce development · Branding and graphic design · Web development

EXPERIENCE

Hello Aura

PRESENT

Web design, graphic design, branding and digital marketing for client businesses, working with them to understand their goals and build solutions that strengthen their brand presence.

EDUCATION AND TRAINING

B.Sc. Chemistry

UNIVERSITY OF CALICUT

The analytical half of the approach: campaigns treated as tests with measurable outcomes rather than guesses.

Digital Marketing

FRAGMTREE CAMPUS, CALICUT

SEO, paid search, paid social and analytics.

Full portfolio and case studies at muhammedkv.com