

PORTFOLIO · 2026 EDITION

Shezad Ali Khan.

Digital marketing consultant, SEO expert and government-certified trainer. Mumbai.

12+ YEARS · 88 CLIENT PROJECTS · 1,500+ STUDENTS TRAINED · 5.0 ON GOOGLE

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Consultant. Trainer. Mentor.

BASED IN	Mumbai, India
PRIMARY ROLE	Lead Trainer · IIDE
PRACTITIONER ROLE	CMO · Technoserve Software Solutions
GOVT. ACCREDITATION	Certified Trainer — Skill India / NSDC (NSQF Level 6)
EXPERIENCE	12+ years · 7 of them teaching
STUDENTS MENTORED	1,500+ across 38 cohorts

I lead the digital marketing programme at IIDE — The Digital School, guest lecture across Hinduja, Thakur and Pillai, and consult founders before they are ready for a full-time CMO. I keep one foot in practice as CMO at Technoserve — what I teach on Monday is what I ship on Tuesday.

SHEZAD ALI KHAN



MUMBAI

Twelve years, distilled.

12+ Years in marketing From retail sales at Casio to CMO and lead trainer	1,500+ Students mentored Across 38 cohorts at IIDE, Digital Trainee and Pace Career Academy	38 Cohorts delivered Each one a full curriculum cycle — not a one-off workshop
88 Client projects Every engagement on the public ledger, live-status audited	50+ Brands grown SEO, paid media, web builds — from D2C startups to B2B SaaS	5.0 Google rating 30 verified five-star reviews

One practitioner, two engagements.

01

TRACK A

Growth & build

FOR BUSINESSES

SEO, growth strategy, fractional CMO, and SEO-first web builds. For founders and marketing leads who need judgment, not retainer activity.

- Fifty-plus brands grown
- 88 projects on the public ledger
- Twelve years in practice

02

TRACK B

Training & speaking

FOR COLLEGES, INSTITUTES AND L&D TEAMS

Curriculum, cohorts, visiting faculty, workshops and keynotes. Government-certified under Skill India (MESC / NSDC, NSQF Level 6).

- Twelve named institutions
- 38 cohorts delivered
- 1,500+ students trained

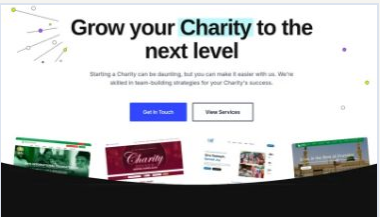
Most consultants only consult. Most trainers only teach theory. The gap between the two is where the value lives.

Sold as judgment, not activity.

01 Growth diagnosis Two-week audit of your marketing function. Channel health, funnel leaks, attribution gaps, content debt. Output is a prioritised punch list with revenue estimates, not a hundred-page PDF.	02 Strategy & roadmap Annual marketing plan against a P&L target. Channel mix, content investment, hiring plan, measurement stack. Built with the founder, not handed down to the founder.	03 Fractional CMO Two days a week embedded as your interim marketing leader. Hiring, agency management, weekly leadership reviews, quarterly board reporting.
04 Technical SEO & schema Crawl, render, Core Web Vitals, structured data. Schema is how brands survive the AI Overviews era — most Mumbai sites I audit are missing it entirely.	05 SEO-first builds Astro, WordPress, Shopify. Schema and Core Web Vitals as constraints, not afterthoughts. This site is the reference build.	06 Migration & recovery Replatforms, redirect maps, post-launch monitoring, and traffic-loss diagnosis when a previous migration broke rankings.

Six engagements, in detail.

Six of 88 projects on the public ledger — chosen because the scope, not the logo, is the point.

					
iCharms CASE 01	Delipack CASE 02	Cotton Stays CASE 03	Pearl Fertility CASE 04	Z Cube Design CASE 05	Technoserve CASE 06

A note on numbers

Client performance data stays with the client. What follows is scope, role and duration — every one of them verifiable by visiting the live site.

iCharms

ROLE Product lead · Charity technology

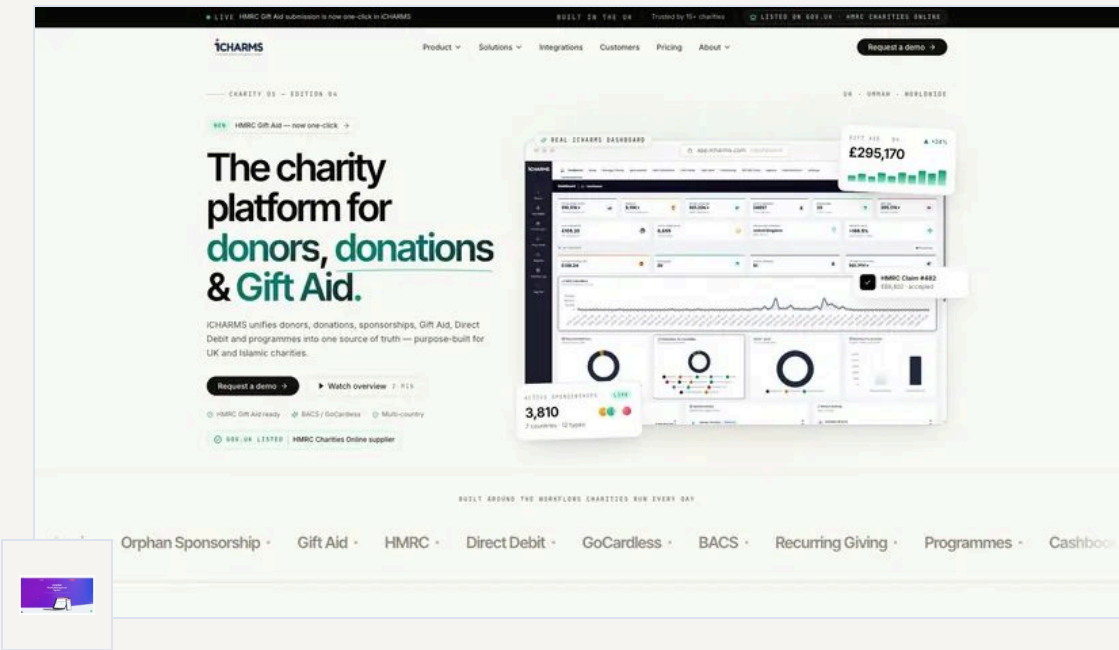
PERIOD 2023 — Present

LIVE icharms.app

iCharms is the flagship charity-management SaaS — a Laravel/Livewire platform with inbound-call screen-pop (Telnix voice), donor import and de-duplication, PAF address lookup, a Kanban programme-management module and a full reporting suite. Trusted by UK charitable organisations.

- CUSTOM SAAS
- DONOR CRM
- PAF & GIFT AID
- TELEPHONY
- REPORTING

Three years in, still shipping — the platform is in active development.



Delipack Express / Ventures

ROLE Full-stack build partner

PERIOD 2024 — 2025

LIVE delipackexpress.co.in ↗

End-to-end build for Delipack Ventures: a website plus a custom Laravel logistics application (LogiBuddy) and bespoke import landed-cost workbooks for machinery cleared through Nhava Sheva.

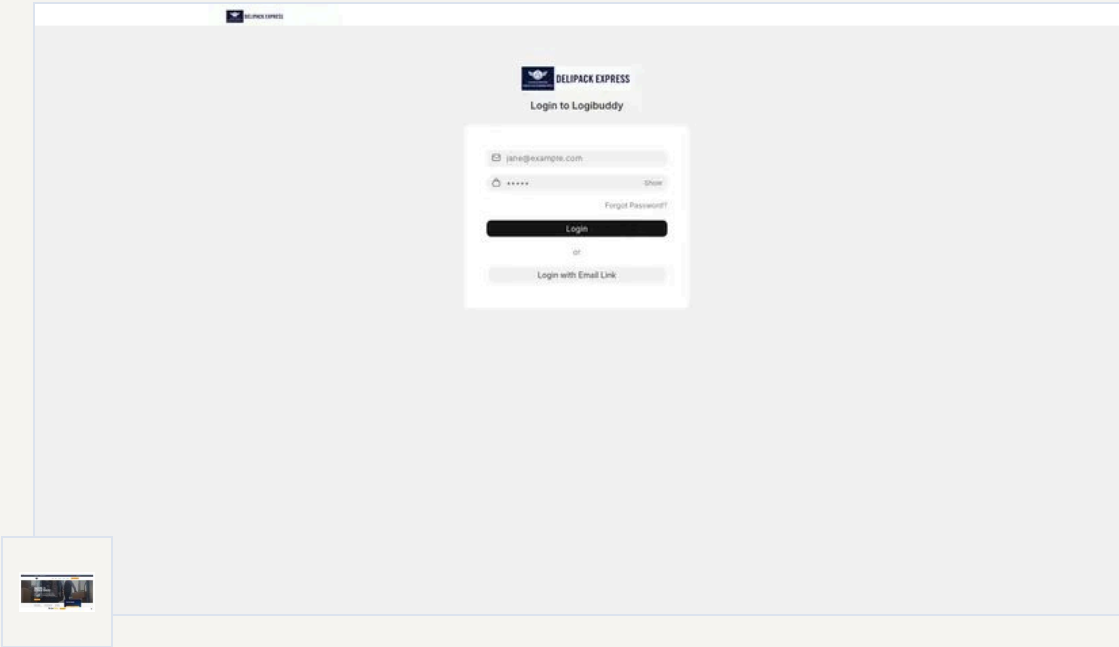
WEBSITE

CUSTOM WEB APP

AUTOMATION

HOSTING & MIGRATION

A website, a custom logistics application, and the landed-cost workbooks behind it — one account, three disciplines.



Cotton Stays

ROLE Full-stack growth partner

PERIOD 2024 — Present

LIVE cottonstays.com ↗

Full-stack growth partner for a Bhandardara resort brand — the website, SEO, organic social and paid media run under one roof, with a single team accountable for the whole journey.

WEBSITE

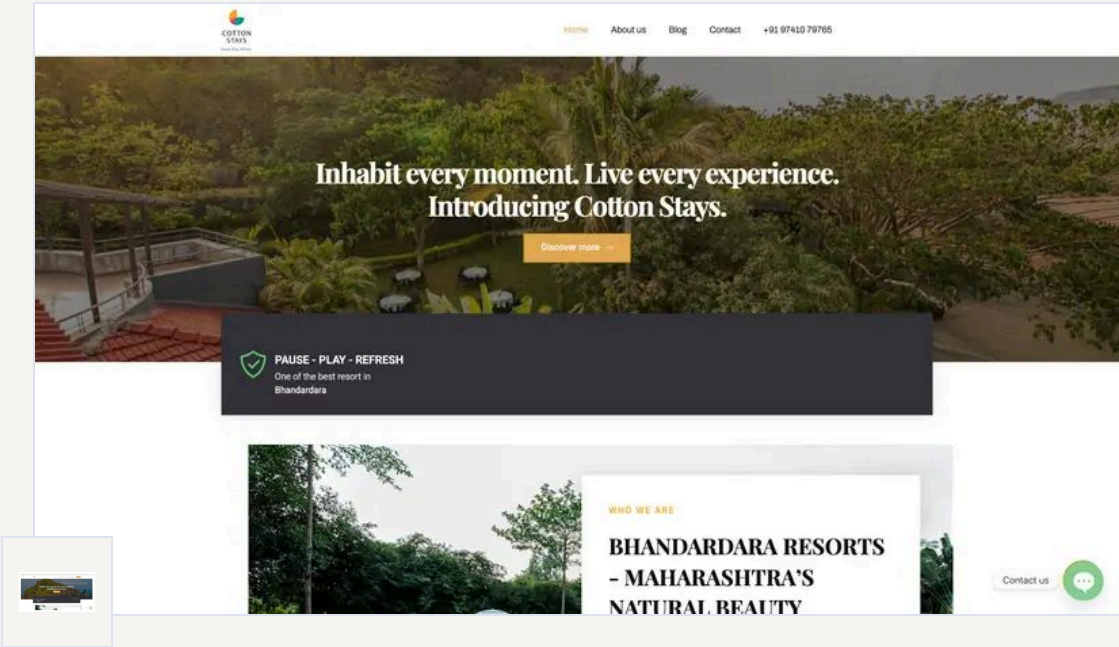
SEO

SOCIAL

PAID MEDIA

BRAND

Site, search, social and paid under one roof — a single team accountable for the whole journey.



Pearl Fertility & IVF

ROLE Website & growth lead

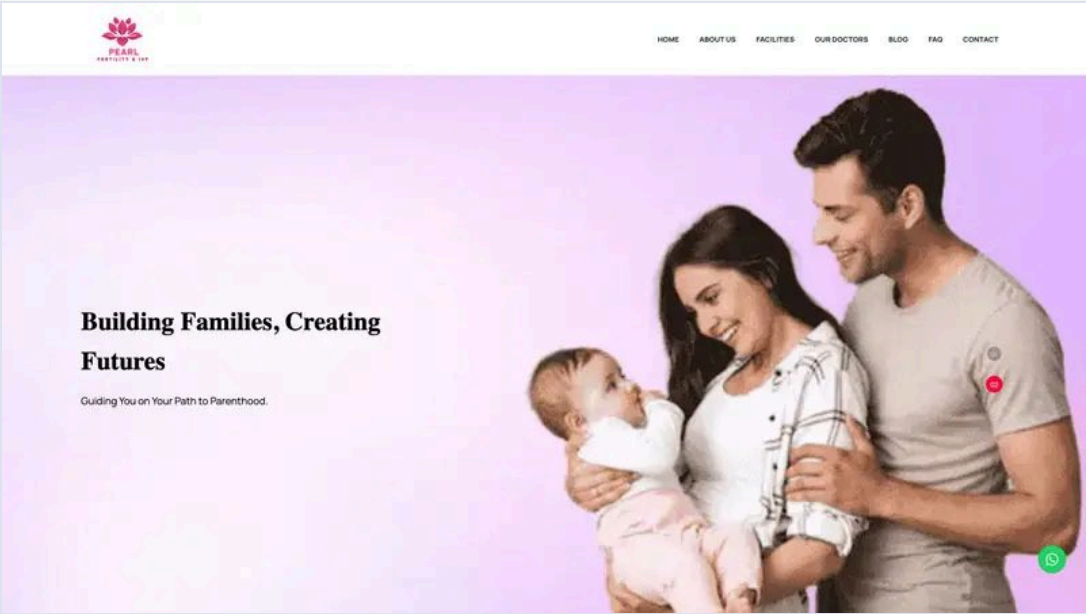
PERIOD 2024

LIVE pearlfertilityandivf.com ↗

Website, lead-generation funnels and ongoing digital marketing for Pearl Fertility & IVF — built to turn clinic search traffic into booked enquiries.

- WEBSITE
- LEAD GENERATION
- DIGITAL MARKETING

Built to turn clinic search traffic into booked enquiries.



Z Cube Design

ROLE Digital growth partner

PERIOD 2024

LIVE zcubedesign.com ↗

Full digital-growth engagement for Z Cube Design: brand strategy, a three-month growth roadmap and managed paid campaigns, alongside the website build.

WEBSITE

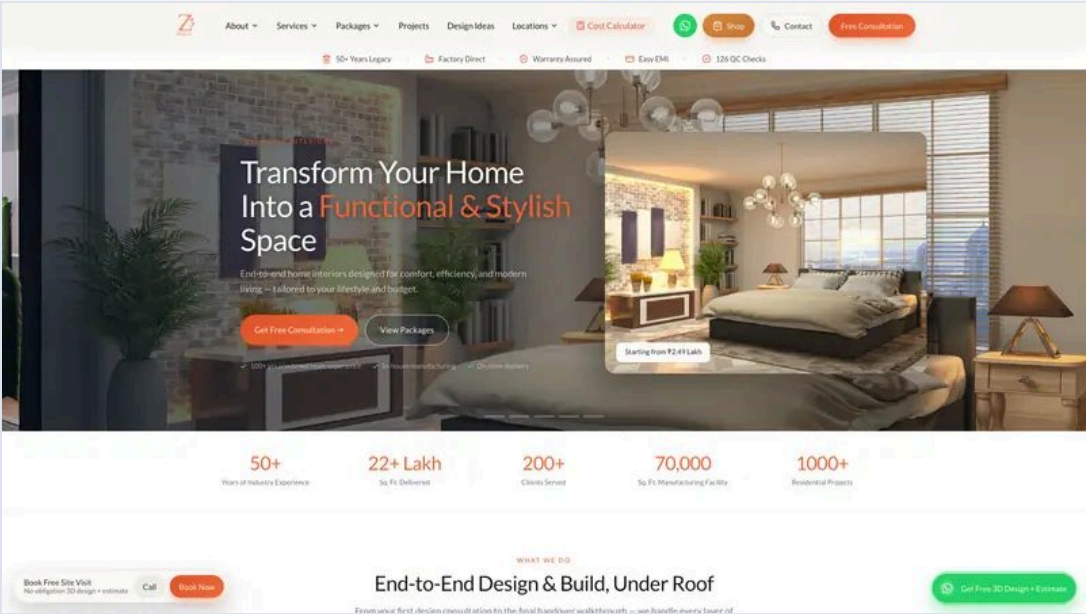
BRAND STRATEGY

GROWTH ROADMAP

PAID ADS

SEO

Brand strategy, a three-month growth roadmap, managed paid — and the build underneath.



Technoserve Software Solutions

ROLE Chief Marketing Officer

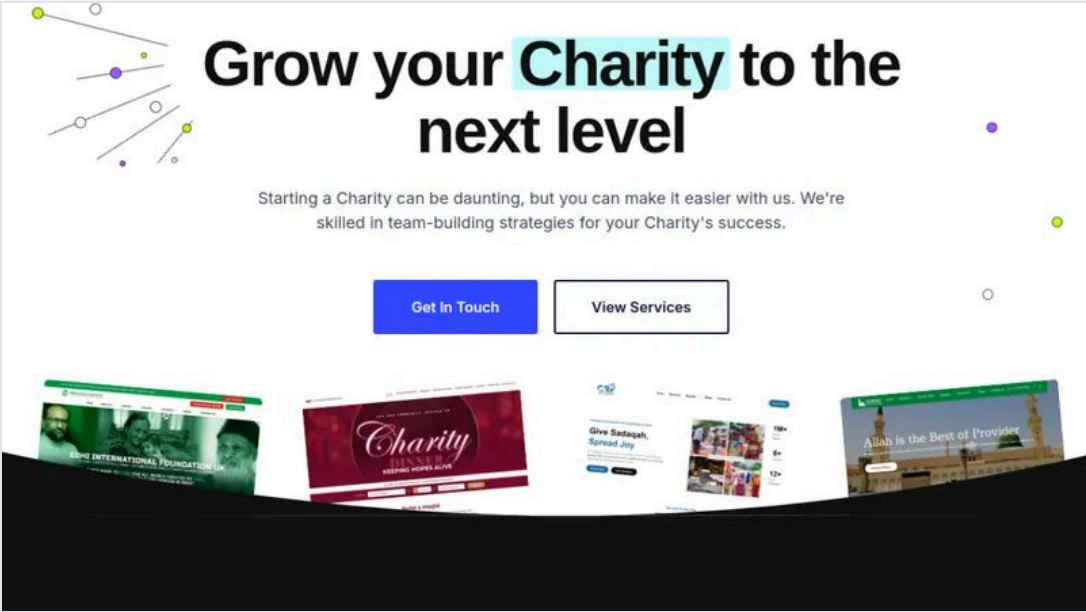
PERIOD 2021 — Present

LIVE technoservesolutions.com ↗

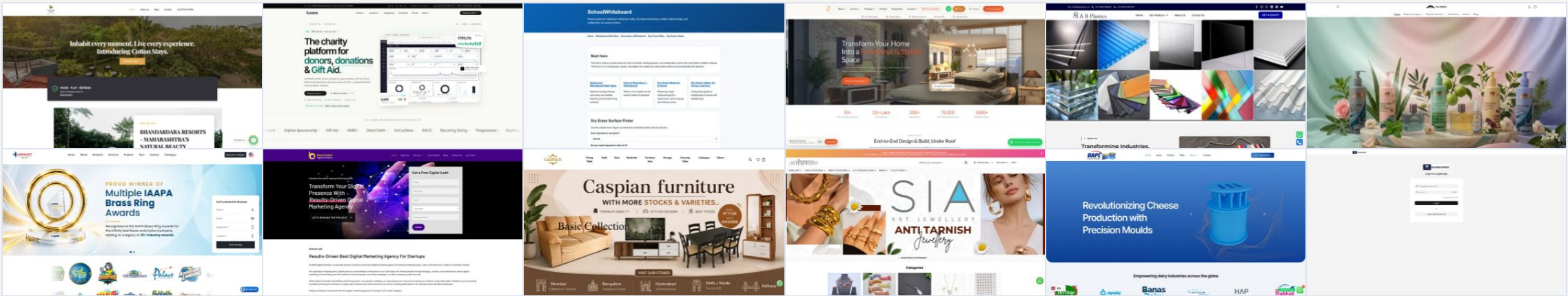
As fractional CMO, built the inbound and outbound growth engine — content, demand generation and the hiring and training behind the marketing function.

- FRACTIONAL CMO
- INBOUND + OUTBOUND
- CONTENT ENGINE
- HIRING & TRAINING

The longest-running engagement on this list, and the testing ground for everything I teach.



Eighty-eight projects, publicly listed.



88 Projects	14 Industries	23 With digital marketing	10 B2B engagements
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Full archive — shezadalikhan.com/work/

Every engagement on the public ledger. Each domain was live-status audited before publishing — presentable sites link out with a fresh screenshot; parked and dead domains are listed without links, so nobody is sent somewhere broken.

Colleges, institutes, and L&D teams.

01

Colleges & universities

Placement cells, HoDs and management hiring visiting faculty for digital marketing. Semester modules and guest lectures delivered at IIDE, Hinduja, Thakur, Pillai and Wilson — industry briefs, mock interviews and placement-ready portfolios, not slide decks.

02

Training institutes

A certified trainer to deliver your digital marketing batches under your brand. You run admissions and operations; I run curriculum, delivery and assessment — weekday or weekend, on-site across Mumbai or hybrid.

03

Corporate L&D teams

L&D and HR teams upskilling in-house marketing staff. Eight-week cohorts or one-day intensives built against your team's actual gaps, on-site in Andheri, BKC, Powai, Lower Parel — or wherever your office sits.

12 named institutions • 1,500+ students trained • 12+ years training • 5.0 trainer rating

Six modules. Twenty-five days.

01 3 DAYS Foundations Marketing fundamentals, funnels, the four-channel mix, brand vs performance, measurement primer.	02 5 DAYS Search & SEO Technical SEO, on-page, content clusters, the AI Overviews era, link building, local SEO for Mumbai businesses.	03 5 DAYS Paid media Google Ads search and shopping, Meta Ads, LinkedIn Ads, attribution, creative briefs, budget pacing.
04 3 DAYS Content & social Editorial calendars, Instagram Reels, YouTube long-form, LinkedIn for B2B, a repurposing playbook.	05 4 DAYS Analytics & AI GA4, GTM, Looker, AI in research and copy, prompt frameworks, automation with Make and n8n.	06 5 DAYS Capstone briefs Real briefs from Mumbai brands graded against agency-grade rubrics. A portfolio outcome, not a certificate.

Mapped to your level, duration and placement goals

The syllabus document goes to your academic committee for sign-off before kickoff.

Four ways to run it.

01 Guest / visiting faculty Semester or term modules as guest faculty. Fixed weekly slots, graded briefs, internship funnelling and placement support through my network.	02 Batch delivery A full digital marketing batch delivered at your institute, under your brand. You handle admissions and ops; I handle curriculum, delivery and assessment.	03 Corporate cohort Eight-week upskilling for your in-house team. On-site at your Mumbai office or hybrid, curriculum mapped to your team's gaps.	04 Workshop / masterclass One- or two-day intensive on a single topic — SEO, Google Ads, Meta Ads, AI marketing, analytics. Built for offsites, faculty development, or hiring spikes.
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Twelve to twenty seats per cohort · On-site across Mumbai, hybrid, or fully remote · Workshops with two weeks' notice

Government-certified. Verifiable.

QUALIFICATION PACK	Digital Marketing Manager (MES/Q0706) v2.0
FRAMEWORK LEVEL	NSQF Level 6
ISSUING AUTHORITY	Media & Entertainment Skills Council (MESC)
RECOGNISED UNDER	Skill India / NSDC, Govt. of India
TRAINER ID	TR584949
VALID UNTIL	January 2027

A Certified Trainer under the Skill India initiative — accredited by MESC/NSDC to train and assess professionals against the national Digital Marketing Manager qualification. Most trainers hold a private course badge. This is a national framework credential with a trainer ID you can check.



SKILL INDIA / NSDC • MESC — ISSUED JAN 2025

Lectures, workshops, classrooms.



Guest lecture, full house • 2024



Hinduja College • 2024



Thakur College of Science & Commerce



Hands-on lab, live accounts • 2019



Whiteboard session, email marketing • 2019



Pace Career Academy

One thousand five hundred careers, redirected.

1,500+

Students mentored

Across 38 cohorts since 2018

38

Cohorts delivered

IIDE, Digital Trainee, Pace Career Academy

92%

Placement rate

For IIDE cohorts — per IIDE placement records

12

Named institutions

Colleges and academies taught at

IIDE

HINDUJA COLLEGE

THAKUR COLLEGE

PILLAI COLLEGE

PACE CAREER ACADEMY

DIGITAL TRAINEE

ST. XAVIER'S

NMIMS

JAI HIND COLLEGE

KC COLLEGE

LALA LAJPATRAI

HR COLLEGE

Shezad is a brilliant mentor and trainer. His vast experience and knowledge helps all his students not only theoretically but also logically and practically. He makes sure that his students are properly trained, understands their needs, has immense patience and always puts in extra efforts to go out of his way to help people learn.

Anjali Noronha — Product & Soft Skills Trainer · LinkedIn recommendation, September 2020

What I talk about, and where.

01 AI for marketers, without the hype

KEYNOTE • WORKSHOP

What actually works in 2026 — RAG, agentic workflows, content systems. What is theatre.

02 SEO after AI Overviews

TALK • MASTERCLASS

Topical authority, entity SEO, and the death of the ten-blue-links mental model.

03 Personal branding for builders

WORKSHOP

For engineers, designers and operators who need a public surface without becoming content creators.

04 Marketing math for founders

WORKSHOP

LTV, CAC, payback period, contribution margin. For founders without a finance background.

20-min keynote • College guest lecture (60–120 min) • 90-min workshop • Corporate training (half-day to multi-session) • Bookings open three months out.

PAST ENGAGEMENTS

- 2025 IIDE Pune Convocation — keynote on careers in growth
- 2025 Pace Career Academy — masterclass series, six sessions
- 2024 Thakur College of Engineering — guest faculty, marketing electives
- 2024 Digital Trainee Alumni Summit — fireside on AI in agencies
- 2023 Pillai College of Arts — workshop, SEO fundamentals
- 2023 Sia Art Jewellery All-Hands — fireside on the rebuild
- 2022 Mumbai Marketing Week — panel on attribution in the privacy era
- 2021 Technoserve Founders' Forum — talk on inbound for B2B SaaS

Two engagements, one method.

CLIENT WORK

01 Discovery call

Forty-five minutes. Revenue, current channels, what is broken, what good looks like. No deck. An honest read on whether we are a fit.

02 Two-week audit

Access to your data, team and vendors. A prioritised punch list with revenue estimates and a recommended engagement shape. Paid, win or lose.

03 Engagement design

Project, fractional CMO, or strategic retainer. Term, days, KPIs, exit criteria. One-page scope. No SOW theatre.

04 Weekly cadence

Weekly with the founder, bi-weekly with the team, monthly with the board if relevant. Quarterly off-ramp review.

TRAINING

01 Discovery call

Twenty minutes to scope audience, batch size, dates, and the outcome you are accountable for. No charge, no obligation.

02 Curriculum mapping

The six-module curriculum tailored to your level, duration and placement goals — as a syllabus document your committee can sign off.

03 Delivery

On-site across Mumbai or hybrid. Live sessions, graded briefs, trackable attendance. Students build a portfolio, not notes.

04 Outcomes & report

Assessment scores, a completion report, and placement support through my network. Evidence your placement cell can show.

Words from clients and students.

5.0 30 verified reviews · 100% five-star on Google ↗

“For any business in Mumbai seeking genuine online visibility, connecting with Shezad Ali Khan is the smartest move you can make. As an SEO expert in Mumbai, his skill set is genuinely unmatched.”

Abdul Shaikh
VERIFIED GOOGLE REVIEW

“Shezad Ali Khan is one of the finest digital marketers in Mumbai. When it comes to website SEO, he is the top SEO expert in all of Mumbai. The most skilled person in creating SEO techniques.”

Digital Aris
VERIFIED GOOGLE REVIEW

“He is a true expert in digital marketing, SEO and website development. His deep knowledge and hands-on experience are exceptional. What truly sets Shezad apart is his dedication, integrity and transparency.”

Firdous Saeed
BRAND DESIGNER · LINKEDIN, 2025



Fixed fees. Quoted after a call.

Every engagement is a fixed fee, agreed in writing before any work starts. No hourly billing, no surprise invoices. The variables — audience size, duration, curriculum depth, format — matter more than a rate card.

01 Project A defined piece of work with a start and an end. — Growth or technical SEO audit — Website build or migration — One- or two-day workshop INVESTMENT Quoted after a discovery call	02 Retainer Monthly, for as long as it is earning its keep. — SEO leadership — Fractional CMO, two days a week — Weekly cadence with the founder INVESTMENT Quoted after a discovery call	03 Programme Cohorts, semester modules and batch delivery. — Eight-week corporate cohort — Semester module as visiting faculty — Full batch delivery under your brand INVESTMENT Quoted after a discovery call
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Workshops with two weeks’ notice · Eight-week cohorts need four to six weeks of design time · Most retainers live within four to six weeks of the first call

Where a scope is genuinely fixed, the price is published — WordPress malware cleanup starts at ₹7,000.

Have a project, a team, or a curriculum?

I consult founders before they need a full-time CMO. I train teams who want to stop outsourcing and start owning their marketing. And I build the SEO-first sites that compound while you sleep.

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shezadalikhan.com · Available for freelance · Mumbai, India · For paid media, web builds and retained delivery at team scale, my agency is tnxn.agency.