

MUHAMMAD SALAHUDEEN

Content Creator & Digital Marketing Strategist | AI-Certified Specialist

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PROFILE SUMMARY

AI-certified content and digital marketing professional with three years of hands-on experience growing brand visibility, engagement, and lead generation across social platforms. Skilled in AI-assisted content workflows, SEO strategy, and multilingual communication (English, Arabic, Yoruba). Certified by Anthropic in Claude and AI fundamentals, with a strong track record of applying AI tools to streamline content strategy, captioning, and metadata optimization for clients.

CORE SKILLS

Voice & Communication: Fluent, articulate English; multilingual delivery (English / Arabic / Yoruba); on-camera presenting

AI & Content Strategy: Anthropic AI Certification, prompt engineering, AI-assisted content workflows, YouTube SEO, video editing

Marketing & Growth: Social media management, cross-channel campaign strategy, analytics-driven content planning, lead generation

WORK EXPERIENCE

Hadiid Agency | Founder & Social Media Manager

2023 - Present

- Founded and lead a social media marketing agency delivering SEO, content strategy, and web development for clients
- Use Anthropic Claude to optimize content strategy, captions, and SEO metadata, improving turnaround time and content quality
- Manage YouTube Live streaming, thumbnail design, and channel analytics for the Lemon to Lemonade platform

Edmund3 / Tom Ilia's Luxury / Chaise Homes | Digital Marketer

2020 - 2023

- Grew brand visibility by 20%, lead generation by 25%, and website traffic by 30% across multiple client accounts
- Planned and executed cross-channel marketing campaigns spanning content creation, SEO, and paid social
- Managed end-to-end content calendars for luxury and real estate brand clients

EDUCATION & CERTIFICATIONS

B.Sc. Medical Laboratory Science

University of Lagos (College of Medicine)

2023 - Present (Expected 2027)

AI Certification — Claude & AI Fundamentals

Anthropic Academy

2026

LANGUAGES

English: Fluent Arabic: Intermediate Yoruba: Fluent