



SHAMEENA .EP

Digital Marketing Specialist

SUMMARY

I blend creativity with data to design digital marketing strategies that drive measurable results. From SEO and social media to content and performance tracking, and enjoy finding smart, innovative ways to grow brands online. I'm always up for exciting collaborations, new tools, and bold ideas that lead to real results whether it's boosting visibility, driving traffic, or increasing conversions. I'm now looking to contribute to a dynamic team where I can apply my expertise in SEO, content strategy, and performance marketing.(<https://digitalynz.com/>)

EDUCATION

MBA (Specialized in Digital Marketing)

Amity University Online

BA

Kannur University

CERTIFICATIONS

- Performance Marketing Entri (2024)
- SEO Specialization, Slash Ford, Calicut (2024)
- Digital Marketing Course, Tecswan Kadavanthira, Kochi (2023)
- Computer Teachers Training Course
CG Academy, Kannur

PROFESSIONAL SKILL

- SEO & Local SEO
- WordPress Site Design & Development
- E-Commerce Site Creation and Management with Drop Shipping
- Social Media Marketing
- Search Engine Marketing (SEM) with Google Ads Expertise
- Local SEO Optimization Services
- Content Marketing & Strategy, including Website Content Creation.
- Web Analytics (GA4 ,GSC)
- Branding

WORK EXPERIENCE

1. GMCC – SEO Specialist (Jan 2025 present)

- Improved organic search visibility for a UAE-based company through effective SEO strategies.
- Performed keyword research, on-page SEO optimization, and technical audits.
- Utilized Google Analytics, Google Search Console, and other tools to monitor performance and enhance website rankings.

2. Entri App – Digital Marketing Trainer (April 2025 –)

- Conducted online training sessions on SEO, social media marketing, Google Ads, Shopify and WordPress website development, Drop shipping, and AI tools for digital marketing.
- Mentored students, reviewed their tasks, and evaluated performance.
- Delivered practical lessons to ensure a strong understanding of digital marketing strategies and tools.

3. EDMERITO – Head of Digital Marketing (2024– 2025)

- Led comprehensive digital marketing initiatives across multiple industries.
- Specialized in SEO, SEM, content marketing, and social media management.
- Supervised WordPress website design and development, ensuring consistent brand visibility online.

4. DM Digital Solution – Head of Digital Marketing (2023 – 2024)

- Developed and executed digital marketing campaigns to boost client engagement and sales.
- Directed SEO strategies, created engaging content, and analyzed marketing performance.
- Managed client relationships, ensuring measurable improvements in campaign ROI.

5. UpGro Digital – Digital Marketing Intern (6-Month Internship, 20223)

- Assisted with SEO optimization and content updates for client websites.
- Gained hands-on experience in backlink building, keyword analysis, and website performance tracking.

6. AdWave Business Consultancy – Digital Marketing Intern (2-Month Internship, 2023)

- Supported the planning and execution of digital marketing campaigns.
- Contributed to marketing strategy development and campaign reporting.
- Designed visual content, including engaging videos and posters for social media promotion.

Freelance Projects

Prime Educational Consultancy – Social Media Marketing (SMM)

- Managed social media pages to increase brand visibility and student engagement.
- Created and scheduled posts, campaigns, and promotional content across multiple platforms.

Hoobuy Realtors – SMM & E-Commerce Management

- Handled social media marketing activities and content creation.
- Managed the E-commerce website, product listings, and online inquiries.
- Implemented promotional strategies to improve online visibility and conversions.

Yojo Travels – SEO Specialist

- Worked as an SEO Specialist for a travel agency based in Saudi Arabia.
- Developed and managed two WordPress websites for the company.
- Optimized site content, meta tags, and structure to improve visibility and traffic from search engines.

ACHIEVEMENTS:

- Achieved #1 Google Ranking for over 50+ targeted keywords, resulting in a significant boost in organic traffic.
- Trained 20+ students in digital marketing, with 2 successful batches completed, focusing on practical implementation and industry-relevant skills.
- Successfully developed and launched 7 SEO-optimized WordPress websites, enhancing user engagement and improving brand visibility.
- Crafted and implemented effective Social Media Marketing strategies across diverse industries, including Educational Consultancies, Real Estate, Healthcare, Restaurants and Travel Agency , Paint manufacture , Textiles , Home Decors
- Planned and executed high-performing social media and Google Ads campaigns, with a strong focus on lead generation and admission campaigns.
- Proven ability to increase online presence, generate quality leads, and improve brand engagement across digital platforms

DECLARATION:

I hereby declare that the above furnished information is true and correct in the best of my knowledge and belief.

SHAMEENA E.P