

SHYAM SUKUMARAN

+971 543595191 shyamjr46@gmail.com Al Karama, Dubai, UAE . <https://www.linkedin.com/in/shyam-sukumaran/>

SUMMARY

Results-oriented Digital Marketing Specialist with over 3+ years of experience driving digital growth, online visibility, and ROI across diverse industries. Highly skilled in developing and executing integrated digital marketing strategies with a strong focus on SEO (on-page, off-page, and technical) to improve organic rankings and website traffic. Proficient in SEM, PPC, social media marketing, content marketing, email marketing, and web analytics. Experienced in managing and optimizing Meta Ads and Google Ads campaigns, including strategic budgeting and targeting. Known for leveraging data insights to fine-tune performance and achieve measurable business goals. Possesses in-depth knowledge of the UAE and GCC markets, enabling effective localization and market-specific strategies

EXPERIENCE

SEO & Digital Marketing Executive

Bluebolt Global Software Solution

A company focusing on digital marketing solutions

Thrissur, Kerala

02/2024 - 04/2025

- Directed advanced digital marketing strategies that increased brand awareness and boosted website traffic by 25%.
- Led a team of digital marketers, providing mentorship and ensuring the seamless execution of end-to-end campaigns
- Managed Google Business Profiles (GMB) for multiple clients, improving local SEO visibility and customer engagement.
- Ran targeted SEO campaigns that successfully ranked high-converting keywords in the top 10 positions on Google SERPs
- Utilized analytics tools (Google Analytics, Google Search Console, etc.) to monitor and optimize campaigns, resulting in a 30% improvement in performance KPIs.

Digital Marketing Executive & SEO

Tranzmeo IT Solution's

An IT solutions company specializing in web and digital marketing services

Infopark Kochi, Kerala

02/2023 - 03/2024

- Executed targeted social media campaigns, increasing engagement and follower growth by 45%.
- Managed social media content creation, including promotions on Instagram and Facebook
- Handled content creation and web performance analysis for QuikDr in-house projects, including blogs, short-form videos, and digital assets.

Digital Marketing Executive

Corenetic Gym World

A fitness and wellness center focusing on membership and community outreach

Qatar

01/2021 - 02/2022

- Executed various online marketing projects including social media marketing and lead generation content promotion
- Handled lead generation, Instagram and Facebook ads promotion, and web page analysis

EDUCATION

BCA (Bachelor of Computer Applications)

Swami Vekananda Institute of Technology and Management

India

07/2016 - 12/2018

Masters in Digital Marketing

Clear My Course

Kochi, India

11/2022

Certificate ID : KME N4U T48

Google Digital Marketing Certification

08/2022

TECHNICAL SKILLS

SEO, SEM, PPC, Social Media Marketing, Content Marketing, Email Marketing, Google Ads, Meta Ads, Google Analytics, Google Search Console, GMB (Google My Business), SEMrush, Canva, WordPress, Google Analytics, Google Search Console, GMB (Google My Business), SEMrush, Canva, WordPress

KEY ACHIEVEMENTS

Projects

As a Digital Marketing Expert, I successfully scaled a YouTube channel from 1K to 70K subscribers and grew an Instagram account from 60 to 100K followers for the QuikDr project. Additionally, I led an SEO campaign that achieved top 10 rankings for targeted keywords on search engine results pages (SERPs).

