

SHYAM SUKUMARAN

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SUMMARY

Results-driven Digital Marketing Specialist with over 4 years of experience in accelerating digital growth and maximizing ROI across a range of industries. Adept at developing and executing integrated digital marketing strategies that encompass SEO, SEM, PPC, social media marketing, content marketing, email marketing, and web analytics. Skilled in leveraging data-driven insights to optimize campaign performance and achieve measurable business goals. Experienced in planning and managing Meta Ads and Google Ads campaigns, including strategic budgeting and audience targeting. Possesses in-depth knowledge of the UAE and GCC markets, enabling effective localization and region-specific digital strategies

EXPERIENCE

SEO & Digital Marketing Executive

Bluebolt Global Software Solution

Thrissur, Kerala
02/2024 - 04/2025

A company focusing on digital marketing solutions

- Developed and executed advanced SEO and digital marketing strategies, increasing website traffic by 30%
- Managed Google Ads and Meta Ads, optimizing campaigns for lead generation and maximizing ROI.
- Conducted competitor analysis and market research to refine strategies and enhance performance.
- Executed keyword research and SEO strategies, achieving top 10 rankings on Google
- Improved campaign KPIs by 30% using Google Analytics, Search Console, and data-driven performance analysis.

Digital Marketing Executive & SEO

Infopark Kochi

Kerala
02/2023 - 2024

An IT solutions company specializing in AI and Machine Learning, Fiber Optic Sensing and Digital Marketing services

- Executed data-driven social media campaigns on Facebook and Instagram, increasing engagement by 45%
- Managed social media calendars and content creation, ensuring brand consistency and audience growth
- Directed advanced digital marketing strategies to boost brand awareness and website traffic by 25%.
- Conducted keyword analysis, competitor research, and performance audits to refine digital strategies

Digital Marketing Executive

Corenetic Gym World

Qatar
01/2021 - 2022

A fitness and wellness center focusing on membership and community outreach

- Executed various online marketing projects including social media marketing and lead generation content promotion
- Collaborated with creative teams to develop compelling social media content.
- Executed targeted social media campaigns, increasing engagement and follower growth by 35%

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

Kochi, India
08/2022

- Digital Marketing Certification

LANGUAGES

English (Advanced)

SKILLS

SEO, SEM, PPC, Content Creation, Email Marketing, Google Ads, Meta Ads, Google Analytics, Google Search Console, SEMrush, Canva, Video Editing, Capcut, WordPress, GMB, HTML, CSS, JavaScript, Looker Studio

KEY ACHIEVEMENTS

Project's

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