

MUHAMMED SHAMEER Digital Marketer

₽ PROFILE

Digital Marketer with entry-level experience and practical skills in SEO and Performance Marketing. Experienced in creating and managing targeted ad campaigns to boost website traffic, engagement, and conversions. Skilled in improving SEO through keyword research, market analysis, and competitor research. Passionate about combining paid advertising and organic strategies to increase brand awareness and drive business growth.

EXPERIENCE

Tron Digital Abu Dhabi, UAE

Digital Marketer-Remote

- Implement on-page SEO techniques, including metadata optimization, internal linking, and content structuring.
- Develop and execute link-building strategies to improve domain authority
- Perform website audits to identify technical SEO issues and implement fixes.
- Monitor and analyze website performance using Google Analytics and Search Console.
- Optimize Google My Business (GMB) profiles for improved local search visibility.
- Collaborate with content teams to develop SEO-friendly content strategies.
- Planned and executed Google Ads & Meta campaigns to Increase website visitors, leads, and conversions.
- Conducted keyword research & audience analysis to improve ad targeting and reach
- Created and optimized ad creatives, landing pages, and content for better engagement
- A/B tested ad copies, visuals, and targeting strategies to Improve click-through & conversion rates

PROJECTS

Arctic Hotel

Kochi, India

Worked closely with the SEOteam to improve search rankings and organic traffic through on-page and offpage optimization strategies. Assisted in technical SEO audits, content optimization, and performance tracking to Increase website visibility.

- Executed on-page & off-page SEO strategies to boost rankings.
- Optimized content & keywords for better search visibility
- Conducted website audits, identifying and fixing technical SEO issues.
- Monitored SEO performance metrics using Google Analytics & Search Console.
- Contributed to content creation & blogging, applying SEO best practices.

Neotic Trading DMCC

Dubai, UAE

In the early stages of SEO growth, with core focus on building a strong foundation. Performed a detailed website audit, fixed technical issues, and implemented essential on-page SEO. Set up keyword strategy, metadata, and tracking tools to support long-term performance improvements.

• SEO Roadmap Development:

- Created a structured roadmap focused on foundational on-page SEO improvements.
- Keyword & Content Strategy:
- Conducted industry-specific keyword research to target high-intent search queries.
- Optimized existing content and developed an SEO-friendly content strategy.
- On-Page Optimization:
- Improved title tags, meta descriptions, and header hierarchy (H1-H3).
- Enhanced internal linking and structured URLs for better site navigation and indexing.
- Technical SEO & Performance Enhancements:
- Addressed site speed issues and improved mobile responsiveness.
- · Implemented and optimized XML sitemap and robots.txt for better crawlability and indexing.
- Off-Page SEO & Link Building (Initial Stage):
- Began outreach for high-quality backlinks to improve domain authority.
- Planned local citations and directory listings to enhance brand credibility.
- Analytics & Monitoring:
- Set up Google Analytics and Google Search Console for performance tracking.
- Monitored keyword rankings, bounce rate, and user engagement to refine strategies.

EDUCATION

VHSE 2024

Govt. Of Kerala

SSLC 2022

Govt. Of Kerala

♠ SKILLS

Web Development

WordPress Theme customization, plugin management, speed optimization, website building

SEO Tools & Analytics

Google Search Console, Ahrefs, SEMrush, Screaming Frog, Ubersuggest

Technical SEO

Website Auditing, Page Speed Optimization, Mobile SEO, Schema Markup

SEO Trends

GoogleAlgorithm Updates, SEO Performance Tracking

On-Page SEO

Keyword Research, Content Optimization, Internal Linking

Performance Marketing

Google Ads, Meta Ads, PPC Campaigns, Conversion Optimization

♦ CERTIFICATES

- Certifeid Digital Marketer
- SEO Fundemental Certificate
- Semrush Content Marketing Toolkit Course
- Google Analytics Certification

W LANGUAGES

HINDI ENGLISH