

SHINAS AR Digital Marketing Executive

CAREER OBJECTIVE

Motivated and detail-oriented Digital Marketing Executive with practical experience in SEO, content strategy, and WordPress development through real client projects. Demonstrates strong analytical thinking, creativity, and a proactive approach to solving marketing challenges. Eager to contribute to a results-driven team where I can apply my skills, continue learning, and support impactful digital marketing initiatives that align with business goals.

PROFESSIONAL EXPERIENCE

Tron Digital

Digital Marketing Intern

03/2025 – Present Abudhabi, UAE (Remote)

- Worked on real-time client projects under the guidance of senior marketers from Tron Digital UAE-based digital agency.
- Created and managed a 1-month content calendar for Indus Education, an education consultancy.
- Performed a full SEO audit for handcar.ae, a car accessories company in Abu Dhabi, identifying technical and content-level SEO issues.
- Developed and optimized WordPress-based websites.
- Conducted UX testing and website analysis for Precious, an online fashion brand.
- Gained hands-on experience with performance marketing tools and campaign structures (Meta Ads, Google Ads).

EDUCATION

Bachelor of Computer Applications (BCA)

Calicut University

2023 Kerala

SKILLS

- SEO (on-page, off-page, technical, audit)
- Social Media Marketing
- Prompt Engineering (ChatGPT)
- Content Marketing & Calendar Planning
- Basic Google Ads & Meta Ads
- Branding & Sales Psychology
- WordPress Website Management
- Google Analytics & GA4
- Tools: Canva, Rank Math, ChatGPT, Screaming Frog, Mailchimp, Ubersuggest, SEMrush, Hootsuite, Looker Studio, Microsoft Clarity

ያ PROFESSIONAL CERTIFICATIONS

- Google Digital Marketing & E-commerce Coursera, by Google
- Inbound Marketing Certification HubSpot Academy
- The Complete Digital Marketing Guide: 27 Courses in 1 – Udemy
- Basics of Digital Marketing SWAYAM (Certified by CEC, India)

(4) LANGUAGES

English -fluent -Basic