

# DON SUNNY

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## OBJECTIVE

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Motivated E-Commerce & Digital Marketing Executive with 1 year of hands-on experience in e-commerce website management, paid advertising (Meta, Google,), social media growth, and SEO. Skilled in managing Shopify and Amazon stores, handling product listings, optimization, and performance tracking to drive sales and visibility. Proficient in tools such as Google Analytics, Tag Manager, Merchant Center, Search Console, Google My Business (GMB), and Meta Business Suite to boost traffic, conversions, and brand presence. Eager to leverage both creative and analytical expertise to deliver impactful marketing strategies and contribute to business growth.

## EXPERIENCE

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**E-Commerce & Digital Marketing Executive** **MAY 2025 - OCT 2025**  
**(TRENDSTEP COMPANY )**

- Created and launched a complete Shopify website, managing design, setup, and optimization. Fully managed and optimized shopify and Amazon stores, handling product listings, SEO optimization, pricing, inventory, and performance analysis to maximize visibility and conversions.
- Planned, executed, and monitored Meta Ads and Google Ads campaigns to boost traffic and sales.
- Grew Instagram followers from 0 to 6,000+ through engaging content, reels, and targeted strategies.
- Managed product listing, photography, videography, and editing to strengthen brand presence.
- Leveraged Google Analytics, Tag Manager, Google Merchant Center, Search Console, Google My Business, and Meta Business Suite for performance tracking and digital growth.

**Digital Marketing Executive and Graphic Designer** **OCT 2024 - APR 2025**  
**Digitalia Marketing Agency**

- Created and managed a Shopify website, overseeing design, product listing, optimization, and maintenance for improved user experience and sales performance.
- Managed social media posts and engagement across Instagram, Facebook, and LinkedIn.
- Created content, including graphics and captions, to boost audience interaction.
- Assisted with SEO, keyword research, and website optimization.
- Tracked campaign performance using Google Analytics and Meta Business Suite.
- Helped plan and execute digital marketing campaigns, including paid ads.
- Supported email marketing and competitor research to improve strategy.

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## EDUCATION

**Diploma In Digital Marketing - { Bull And Bear Academy, Thrissur, India }** **2024 - 2025**

**Advanced Diploma in Artificial Intelligence and Machinery Learning-{ GITH Global India Techno Hub, Ernakulam, Kerala }** **2021 - 2024**

**Higher Secondary School - { ST. CATHERINES HSS WAYAND,INDIA }** **2020 - 2021**

**Secondary School Leaving Certificate (SSLC)- { ST.CATHERINES HIGH SCHOOL, INDIA }** **2018 - 2019**

## **SKILLS**

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- E-Commerce & Web Management: Shopify store setup, product listing, catalog optimization Amazon Store Management:
- Handled product uploads, A+ content creation, keyword optimization, and performance analysis to enhance sales and brand presence on Amazon.
- Paid Advertising: Meta Ads (Facebook, Instagram), Google Ads (Search, Display, Shopping)
- Analytics & Tracking: Google Analytics, Google Tag Manager, Google Merchant Center, Google Search Console, GMB
- Social Media Management: Instagram, Facebook, LinkedIn – community growth (Instagram 0 → 6,000+ followers), reels creation, content calendar management
- Creative Content Production: Product photography, videography, reels editing, Canva, Adobe Photoshop, Lightroom
- Email marketing, Campaign support
- SEO & Optimization: On-page SEO, keyword research, competitor analysis, performance tracking
- Campaign Strategy: Conversion-driven ad campaigns, A/B testing, remarketing, reporting & insights
- Email & Automation Tools: Email marketing campaigns, basic automation for customer retention

## **LANGUAGES**

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- English
- Hindi
- Malayalam
- Tamil

## **DECLARATION**

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I hereby declare that all the above information given is true and correct to the best of my knowledge.

**(DON SUNNY)**