

# Shiyona Shyju

Kerala, India

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Portfolio: [shiyonashyju.github.io](https://shiyonashyju.github.io)

GitHub: [github.com/shiyonashyju](https://github.com/shiyonashyju)

## Career Objective

Motivated B.Sc. Computer Science graduate with strong skills in front-end development, digital marketing, and visual design. Experienced in creating responsive web pages, social media content, and brand visuals. Seeking an entry-level role where I can apply my technical and creative abilities to support development, marketing, and UI/UX projects while continuing to learn and grow

## Experience

### Digital Marketing & Graphic Design Trainee

*Mariya Group of Architectural Engineers – 2025 (Present)*

- Designed **50+** social media creatives, carousels, and promotional graphics aligned with brand guidelines.
- Assisted in **Meta Ads** and **Google Ads** campaigns, including keyword research, audience targeting, and performance analysis.
- Supported website updates, SEO basics, on-page optimization, and digital branding tasks.
- Edited promotional videos and reels using YouCut and InShot

## Education

- **B.Sc. Computer Science** - Kannur University, 2025  
Percentage: 69.43%
- **HSE (12th)** - St. Teresa's Anglo Indian HSS, Kannur  
Percentage: 91.5%
- **SSLC (10th)** - St. Teresa's Anglo Indian HSS, Kannur  
Grade: Full A+

## Technical Skills

- **WebDevelopment:** HTML, CSS, JavaScript (Basic), Responsive Design
- **Programming:** Python (Basic), C/C++
- **Design Tools:** Canva, Figma, Adobe Photoshop
- **Digital Marketing Tools:** Google Ads (Basic), Google Search Console (Basic), Instagram Insights, Meta Ads Creatives
- **Developer Tools:** VS Code, GitHub
- **Productivity:** MS Word, PowerPoint, Photoshop

## Projects

- **Personal Portfolio Website**
  - Developed a **responsive portfolio website** using HTML, CSS, and GitHub Pages.
  - Added project showcase, resume download feature, and clean UI design.
  - Implemented structured layout, animations, and optimized loading performance.
- **EasyKidsCare (Academic Project Idea)**
  - Proposed a communication platform for preschool teachers and parents.
  - Designed basic UI layout and prepared feature documentation as part of an academic group project.

## Creative Works

- Designed posters, flyers, event creatives, and brand visuals using Canva and Photoshop.
- Created reels, story posts, and video content for digital campaigns.
- Assisted in preparing ad creatives for Meta Ads and conducting basic performance reviews.

## Languages

- English – Fluent
- Malayalam – Native
- Hindi – Intermediate
- Tamil – Beginner

## Soft Skills

- Creativity & Visual Sense
- Attention to Detail
- Communication & Teamwork

- Problem-Solving
- Marketing Mindset
- Time Management