

Shyam Menon

Digital Marketing

Contact

ESAW, Al Quoz, Dubai.
+971508094741
Whatsapp no: +917994860209
shyammenon619@gmail.com
[Linkedin](#)

Education

Master of Science in Digital Marketing
Heriot-Watt University, Dubai
September 2024 – Present
Bachelor of Engineering
TKM College of Engineering
Graduated: 2023
CGPA: 7.1

Key Skills

Digital Marketing Skills
Social Media Marketing
(Facebook, Instagram, LinkedIn, YouTube)
Website Management & Optimization
Campaign Management
(Google Ads, Meta Business Suite)
SEO & SEM
Influencer Marketing & Collaboration
Content Creation (Canva, Photoshop, Illustrator)

Analytics & Tools
Google Analytics
Meta Business Suite
SEMrush
A/B Testing & Performance Optimization
Microsoft Office

Soft Skills
Communication & Teamwork
Creative Problem-Solving
Time Management
Attention to Detail

Profile Summary

Dynamic and results-oriented Digital Marketing Executive with over 8 months of experience in social media marketing, content creation, and brand storytelling. Currently pursuing a Master's in Digital Marketing while enhancing expertise through certifications and hands-on experience. Proficient in leveraging social media platforms, influencer collaborations, and event coordination to drive brand visibility and engagement.

Experience

October 2024 – Present
Digital Marketing Intern | BagsBasket.com, Dubai

- Led the rebranding of an e-commerce platform to position it as a premium UAE brand.
- Ran engaging Facebook and Instagram campaigns, boosting traffic and interactions.
- Redesigned the website to offer a seamless, luxury shopping experience.

October 2023 – June 2024
Digital Marketing Executive | Victara Global, Kochi

- Grew social media engagement by 25% in three months through creative campaigns.
- Organized photo shoots and created eye-catching visuals for promotions.
- Designed marketing materials using Canva and Photoshop.
- Partnered with influencers to boost reach and build brand trust.

Academic Projects

FaceTheory Skincare Brand – Digital Customer Experience Project

- Developed a male customer persona for FaceTheory, a B-Corp vegan skincare brand and designed a customer journey map with conversion strategies.
- Evaluated persona-based marketing effectiveness with data-driven insights.
- Proposed a targeted digital campaign for increasing male consumer engagement.

Certifications

- Meta Certified Digital Marketing Associate
- The Fundamentals of Digital Marketing, Google Digital Garage
- Google Ads for Beginners, Coursera
- Consumer Behaviour, NPTEL Online Certification