

Hello, I'm Supriya Sudhir

Digital Marketing Specialist

If you are looking for a WordPress Developer, SEO Specialist, Social Media Optimizer, or Google Ads & Social Media Leads Generator. I am confident in my ability to meet and exceed your expectations.

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ABOUT ME

Digital Marketing Specialist & WordPress Developer

I'm an experienced Digital Marketer Specialist with a strong knowledge of WordPress development, SEO, Social Media Optimization, Google Ads and other social media platform lead generators.

With over 5+ years of experience in digital marketing, I've improved my skills in creating attractive, user-friendly websites and boost website traffic organically.

If you are looking a WordPress Developer, SEO Specialist, Social Media Optimizer, or Google Ads & Social Media Leads Generator, I am confident in my ability to meet and exceed your expectations.

[Download CV](#)



SKILLS

Areas of Expertise



Digital Marketing and Google Ads

As a Digital Marketing professional, I specialize in Google Ads, Facebook Ads, SEO, and Content Optimization where i can give maximum online traffic and leads.



WordPress Development, E-commerce and Website Design

Expert with WordPress Development & WooCommerce integrations. Skilled in creating responsive designs using HTML & CSS.



SEO/SMO (Facebook and Instagram Ads)

As an SEO and SMO specialist, I optimize content for search engines & rank blogs and run Facebook and Instagram Ads for online visibility, engagement, and business growth.



Basic Logo Design Skills, Infographics, Photo/Video Editing

I design simple logos, infographics and posters for businesses using Canva and great with photo and video editing.

2013 - 2019



MY EDUCATION

Bachelor of Computer Applications (BCA)

Goa University (2013 - 2016)

87.7%

Shree Damodar College Of Commerce & Economics

Master of Computer Applications (MCA)

Bangalore University (2016 - 2019)

78.5%

Jyoti Nivas College Autonomous

My Total Work Experience

Dec 2020 - Present

Work Experience

Digital Marketing Specialist cum Web Designers

London American City College, UAE
April 2023 - Present

The website lacc.ae, lacc.me, & other lacc websites have been redesigned to be more user-friendly on all platforms. Online advertising Google Ads & Facebook campaigns are managed & generated quality leads. Created engaging content, infographics, & reels for social media platforms for Facebook, Instagram, LinkedIn, YouTube & Twitter to promote the college's brand. Using keyword research, on-page, & off-page SEO strategies are optimized for the college's website to improve visibility & organic traffic on search engines.

SEO Associate

Firstcry.Com, Pune
2 Years and 3 Months | Dec 2020 - March 2023

Developed an article blueprint for a Firstcry Parenting Website, offering expert guidance for parents. Created engaging and informative content across various parenting topics. Conducted keyword research (SEMrush) and implemented strategic SEO techniques to optimize content for search engine visibility.

Oct 2019 - Nov 2020

Internship Experience

Digital Marketing Intern

Clariwell Global Services Institute, Pune
6 Months | June 2020 - Nov 2020

Worked with the SEO team on projects involving On-Page and Off-Page optimization for client websites. Worked with social media optimisation by posting posters on client websites. Extra skills learned: Email Marketing, Google Analytics, Keyword Research, Keyword Optimisation & Link Building.

UI Designer

CodeOps Technologies LLP, Bangalore
8 Months | Oct 2019 - MAY 2020

Successfully designed and implemented a user-friendly and responsive UI for the Konfhub platform. Collaborated closely with cross-functional teams to understand user requirements and translate them into visually appealing design solutions. Prototyping tools (Figma, Sketch), Usability testing tools, Responsive design frameworks.

My Freelancing Projects

Aug 2022 - Sept 2022

Amazon Freelancing Project

Amazon Associate Freelancer (E-commerce)

Skyfield Agritech, UAE
Aug 2023 - Sep 2023

Created product listings on Amazon, which involved providing detailed and accurate product information. Optimized product titles, descriptions, and images to enhance visibility and appeal to potential customers. Ensured that all product listings comply with Amazon's guidelines and policies. Implemented SEO strategies to boost a product's position at 1st position in the Amazon search results.

March 2022 - Nov 2022

Wordpress Developer Sites

Web Developer & Digital Marketing Specialist

Sudivguide, Goa
May 2022 - Nov 2022

SUDIVEGUIDE is a portal where we provide essays, GK questions, words for kids, maths, and rhymes for Class 1, 2 & 3 Students. We have come up with a unique way of writing for students that will be easier for them to understand and grasp.

Website Developer and SMO

CPI Mallikarjun School, Goa
March 2022 - Oct 2022

Created the UI design for the CPI Mallikarjun School website, focusing on creating an engaging and user-friendly interface for the school's online presence. Used best SEO techniques to increase visibility in search results. Developed and managed social media content for the CPI Mallikarjun website.



CLIENTS PROJECTS

Projects I Worked On



WORDPRESS

PROJECT 1

Client - London
American City College,
UAE



WORDPRESS

PROJECT 2

Client -
Parenting.firstcry.com



WORDPRESS

PROJECT 3

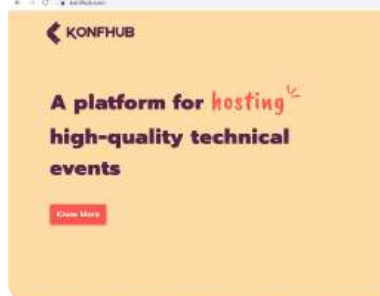
Client - firstcry intelli



WORDPRESS

PROJECT - 4

Client -
Cpimallikarjun.com



DEVELOPMENT

PROJECT 5

Client - Konfhub.com



DEVELOPMENT

PROJECT 6

Client - Jcloud.com



COURSES/CERTIFICATIONS

Web Development & Digital Marketing (SEO, SMM, WordPress and Google Ads) Certification

March 2020 – November 2020

Institute: Clariwell Global Services LLP, Pune

Skills I know

My Skills



Wordpress Design

Theme Customization, Responsive Design, Plugin Integration, Content Management, SEO Optimization, Troubleshooting & Maintenance & Graphic Integration.



Digital Marketing

Campaign management, SEO optimization, social media expertise, analytics-driven insights, content creation, and effective online brand promotion for growth.



SEO and Keyword Research

Conducts in-depth keyword research, implements on-page and off-page techniques, and boosts online visibility for long-term growth.



SMO

Create content and posters, efficiently handles all platforms, and uses smart social media strategies to increase brand visibility.



Facebook & Instagram Ads

Creates eye-catching campaigns, targets audiences effectively, optimizes ad performance, and helps businesses reach targeted goals.



Google Ads

Strategic campaign creation, keyword optimization, budget management, and continuous refinement for maximum online visibility and conversions.



UI Design

Developing responsive UI design from initial design to final design stage using HTML & CSS.



Infographic

Creating visually appealing and informative images that are engaging for effective understanding and communication.



Logo Design

Combines design with creativity to create informative logos that capture brand identity and improve a company's visual appeal.

Video & Photo Editing

Experience in photo and video editing using Lightroom, Snapseed, VN and Inshot Apps.

Tools I know



Tools I Use



Figma

Experience in designing UI/UX design, and vector editing for client websites.



Canva

I am skilled in image editing, making eye-catching images for social media using templates, typography, and color schemes for clients.



InShot and VN

I use both apps for video editing, transitions, filters, music integration, speed adjustments, text overlays, effects and mobile-friendly content creation based on the requirements of my clients.



Snapseed and LightRoom

I use both apps for photo editing, precise adjustments, filters, retouching, lens blur, selective edits, perspective correction and creative enhancements.



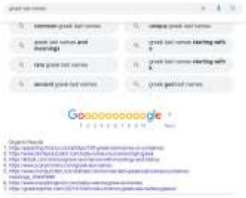
SemRush

I use SemRush for SEO analysis, keyword research, competitor research, backlink auditing, on-page optimization, content strategy, reporting, and effective digital marketing insights.



RANKING BLOGS

Blogs I Ranked For Firstcry Parenting Site



2 JAN, 2022

Greek Last Names



28 MAY, 2022

Filipino Last Names



20 FEB, 2021

Arabic Last Names



27 AUG, 2021

Hawaiian Last Names

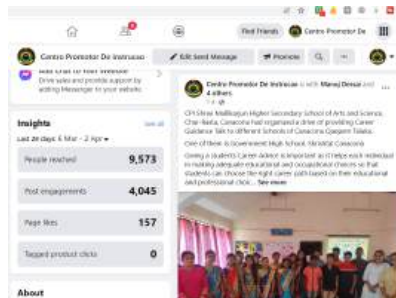
SOCIAL MEDIA GRAPHS

Social Media Graphs Update



Youtube

Username: Aashi Supriya Sudhir



Facebook Page

Username: CPI Mallikarjun Page

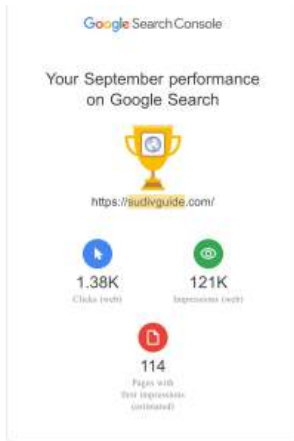


Facebook Page and Instagram

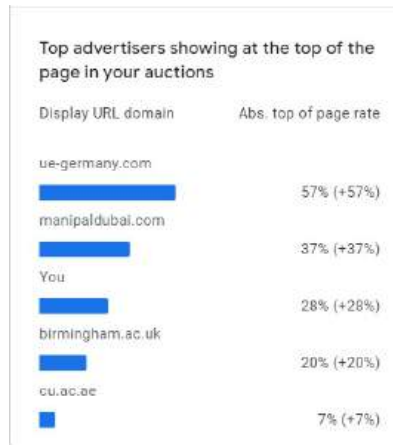
Username: London American City College



Performance on Google Site



Suvdivguide - Website



Iacc.me - Google Ads Performance

Run an advertisement on Google for students looking for BBA and MBA degrees and it is ranking in 3rd position.



Suvdivguide - Pinterest

Through SUDIVEGUIDE, students in classes 1, 2, and 3 can access essays, GK questions, kid-friendly vocabulary, math, and rhymes. We have developed an innovative writing style for students.

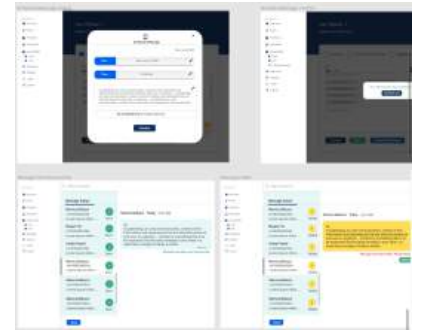
Highlights of the Client Designs



All Designs



Konfhub UI Design 1
(Figma)



Konfhub UI Design 2
(Figma)

CONTACT ME



Let's Work Together

Supriya Sudhir

Digital Marketing Specialist

I am available for work. Connect with me
via email or call.

Phone:

+971 552099764

Email:

supriyasudhir@gmail.com

Address:

Dubai, UAE

PORTFOLIO

SUPRIYA SUDIR

I'm an experienced Digital Marketing Specialist with strong skills in WordPress development, SEO, social media optimization, and lead generation through Google Ads and other platforms. With over 5+ years of experience, I've refined my ability to create user-friendly websites and grow organic traffic.



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YOUR NAME

EMAIL


PHONE NUMBER


YOUR MESSAGE


SEND
MESSAGE

Get in Touch

If you are seeking a Website Designer, SEO Specialist, Digital Marketing Executive, or Freelancer, I am confident in my ability to meet and exceed your expectations.

 Location: Dubai, UAE

 Phone: +971 552099764

 Email: supriyasudir@gmail.com