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# SHAHANA SHERIN

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**LinkedIn:** | <https://linkedin.com/in/shahana-sherindm> | **Portfolio:**<https://shahnak.com>

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## PROFESSIONAL SUMMARY

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Dedicated Digital Marketing Professional trained at **Skimount Education** with practical experience through a Digital Marketing Internship at **Burj Buzz Creative Marketing , Dubai** . Skilled in **Google Ads**, campaign tracking, social media management and content creation, familiar with **SEO**, AI Tools, and analytics to enhance campaign performance and improve online visibility. Eager to support business growth across the **GCC** through effective digital marketing strategies, with additional expertise in **Shopify, WordPress, Web Development, and Google Business Profile Management** .

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## CORE SKILLS

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- Performance Marketing Paid Campaigns
- Search Engine Optimization (SEO)
- Google Ads (Campaign Tracking)
- Social Media Marketing (Meta Ads)
- Content Creation & Optimization
- WordPress Website Development
- Canva Design
- Analytics & Reporting (GA4, Tag Manager)
- Campaign Optimization & ROI Tracking
- Lead Generation & Conversion Optimization
- Keyword Research & Competitor Analysis
- Google Business Profile Management
- Shopify Store Setup
- E-commerce & WooCommerce Management

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## PROFESSIONAL EXPERIENCE

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**Digital Marketing Intern** 04/2026 - Present

**Burj Buzz Creative Marketing** - Dubai, UAE

- Skilled in analyzing campaign performance using Google Analytics.
- Supported foundational SEO activities to improve website visibility.
- Prepared reports using Google Analytics and Search Console.
- Managing and optimizing Google Business Profile for improving local search visibility.
- Assisted in running SEO and Google Ads campaigns for client projects.
- Created and scheduled social media content to increase brand engagement across platforms.

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## EDUCATION

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BACHELOR OF COMMERCE  
UNIVERSITY OF CALICUT  
2019

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## CERTIFICATION

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- **Content Marketing certificate** - Hubspot 2026
- **Google Analytics Certificate** - Skillshop 2026
- **Google Ads Video Certification** - Skillshop 2026

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## PROJECTS

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**Personal Portfolio Website** - A WordPress portfolio optimized for SEO, showcase web development skills : Portfolio - <https://shahnak.com>

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## PERSONAL DETAILS

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**DATE OF BIRTH:** 13-03-2000  
**NATIONALITY :** Indian  
**VISA STATUS:** Permanent Visa  
**LANGUAGE :** English, Arabic, Hindi, Malayalam