



# SHAMNA FIYAS

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## SUMMARY

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I am Shamna Fiyas, an electronics engineer with a strong passion for digital marketing. My expertise includes SEO, Google Ads, social media marketing, WordPress development, content marketing, and inbound marketing. I enjoy creating data-driven strategies that boost online visibility and engagement. Always eager to learn and grow, I am excited to take on new challenges and make a meaningful impact.

## WORK EXPERIENCE

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### Freelance Digital Marketing Specialist

April 2025 - Present

- Planned and managed SEO campaigns (on-page & off-page) to improve organic rankings and drive traffic.
- Created and ran paid ad campaigns on Google Ads and Meta (Facebook & Instagram).
- Managed WordPress websites, performed technical audits, and handled landing page optimization.
- Set up and tracked KPIs via Google Analytics, Search Console, Meta Insights, and Tag Manager.
- Wrote website content, landing pages, product descriptions, blog articles, and ad copy aligned with brand tone and SEO.

### Digital Marketing Executive, Pupa Digital Agency|Calicut

March 2024 - April 2025

- Managed campaigns for digital marketing, utilizing both paid and organic methods to increase website traffic
- Created and configured a WordPress website to have a strong online presence
- Boosted website rating by technical, off-page, and on-page SEO techniques.
- Controlled Google Ads and Meta advertising initiatives to meet targets and drive specific traffic.
- Produced relevant content to draw and keep users on the website.

### Digital Marketing Intern, IPCS Calicut

Dec 2023 - Feb 2024

- Website Optimization: Fix CLS issues, conduct a site audit, and improve performance.
- Google & SEO Management – Create a Google Business Listing and build backlinks.
- WordPress Setup: Install, configure, and optimize WordPress with themes and plugins.
- Content & Ads Strategy – Publish SEO-optimized content and prepare a Google Ads estimate.

## SKILLS

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Search engine optimization	Social media marketing	Analytical Skills(GA4)
Google Ads	WordPress Development	Tag Manager
Communication Skill	Shopify Website Development	Content Writing

## EDUCATION

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<b>Diploma In Digital Marketing</b> IPCS Global, Calicut, Kerala.	Jul 2023- Dec 2023
<b>Computer hardware &amp; Networking</b> G-Tech Computer Academy, Vatakara, Kerala.	2012 - 2013
<b>Diploma In Electronics Engineering</b> GWPTC Calicut (Technical Board), Kerala.	2009 - 2012

## ADDITIONAL INFORMATION

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- **Nationality** : Indian
- **Languages** : English, Hindi, Malayalam.
- **Gender** : Female
- **D.O.B** : 11/08/1991
- **Visa Status** : Spouse Visa
- **Passport No.** : W 1471907