





# SHAMNA FIYAS


## Digital Marketing Specialist

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 3 year

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 Sharjah, UAE

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## KEY SKILLS

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Search engine optimization  
Google Ads  
Communication Skill

Social media marketing  
WordPress Development  
Shopify Website Development

Analytical Skills(GA4)  
Tag Manager  
Content Writing

## WORK EXPERIENCE

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### Freelance Digital Marketing Specialist · Self-Employed · UAE

Apr 2025 – Present

- Planned and executed end-to-end SEO campaigns (on-page & off-page), improving organic rankings and driving consistent traffic growth across client websites.
- Created and managed paid ad campaigns on Google Ads and Meta (Facebook & Instagram), optimising for cost per lead and conversion targets.
- Managed WordPress websites, including technical audits, speed optimisation, and landing page A/B testing.
- Set up and monitored KPIs via Google Analytics 4, Search Console, Meta Insights, and Tag Manager, translating data into clear, actionable reports.
- Produced SEO-aligned content across websites, landing pages, blog articles, and ad copy, matching brand tone across multiple client accounts.

### Digital Marketing Executive · Pupa Digital Agency · Calicut

Mar 2024 – Apr 2025

- Managed integrated digital campaigns using paid and organic channels to grow website traffic and generate leads for agency clients.
- Built and configured WordPress websites from the ground up, including theme customisation, plugin setup, and ongoing performance management.
- Improved website authority through technical, on-page, and off-page SEO, including site audits, backlink outreach, and content optimisation.
- Ran Google Ads and Meta advertising campaigns, continuously optimising bids and creatives to meet client KPIs.
- Produced targeted content strategies that improved on-site engagement and reduced bounce rates.

### Digital Marketing Intern · IPCS Global · Calicut

Dec 2023 – Feb 2024

- Conducted site audits and resolved Core Web Vitals issues, improving overall page performance scores.
- Created and optimised a Google Business Profile and built a backlink foundation to improve local SEO.
- Installed, configured, and optimised WordPress environments including themes, plugins, and basic custom settings.
- Researched and prepared a Google Ads campaign estimate alongside SEO-optimised content for client launch.

## EDUCATION

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### Diploma in Digital Marketing

IPCS Global · Calicut, Kerala

Jul 2023 – Dec 2023

### Computer Hardware & Networking

G-Tech Computer Academy · Vatakara

2012 – 2013

### Diploma in Electronics Engineering

GWPTC Calicut (Technical Board)

2009 – 2012

## PROFESSIONAL SUMMARY

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Electronics engineer turned digital marketing specialist with 3+ years of hands-on agency and freelance experience across the GCC. Skilled in building data-driven campaigns that improve organic rankings, drive qualified traffic, and convert, using SEO, Google Ads, Meta Ads, and content strategy. Currently managing multi-client campaigns independently from the UAE, with a track record of delivering measurable results across diverse industries.

## 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