SHAMNA FIYAS

DIGITAL MARKETING SPECIALIST | SEO, GOOGLE ADS, META ADS, ANALYTICS

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linkedin.com/in/shamnafiyas | Nationality: Indian | Visa Status: UAE Spouse Visa

PROFESSIONAL SUMMARY

Digital Marketing Specialist with 3 years of agency and freelance experience across the UAE and GCC. Runs SEO, Google Ads and Meta Ads campaigns end-to-end, and turns GA4, Search Console and Meta Insights data into reports clients can act on. An electronics engineering background brings a structured, analytical approach to campaign planning. Currently manages multiple client accounts independently across e-commerce, real estate, fashion and B2B industries, with a track record of delivering measurable results across diverse industries.

CORE SKILLS

- **SEO:** Technical SEO, On-page SEO, Off-page SEO, Keyword Research, Site Audits, Backlinks Building, Local SEO, Google Business Profile
- **Paid Media:** Google Ads, Meta Ads (Facebook and Instagram), Conversion Tracking, A/B Testing, Cost per Lead Optimisation
- **Analytics and Reporting:** GA4, Google Search Console, Google Tag Manager, Meta Insights, Performance Reporting
- **Web:** WordPress, Shopify, Core Web Vitals, Page Speed Optimisation, Landing Pages
- **Content and Social:** SEO Content Writing, Content Strategy, Social Media Marketing, Ad Copy

PROFESSIONAL EXPERIENCE

Freelance Digital Marketing Specialist | Self-Employed | Sharjah, UAE

Apr 2025 to Present

- Plan and run end-to-end SEO campaigns (technical, on-page, off-page) that improve organic rankings and grow traffic for client websites
- Build and manage Google Ads and Meta Ads campaigns for GCC clients, optimising toward cost per lead and conversion targets
- Manage client WordPress sites, including technical audits, speed optimisation and landing page A/B testing
- Set up and monitor KPIs in GA4, Search Console, Meta Insights and Tag Manager, and turn the data into clear client reports
- Write SEO-focused website copy, landing pages, blog articles and ad copy, matching brand voice across multiple accounts and languages

Digital Marketing Executive | Pupa Digital Agency | Calicut, India

Mar 2024 to Apr 2025

- Managed paid and organic campaigns across the agency's client portfolio to grow website traffic and generate leads
- Built WordPress websites from scratch, including theme customisation, plugin setup and ongoing performance management
- Strengthened website authority through site audits, backlink outreach and content optimisation

- Optimised Google Ads and Meta campaigns continuously, refining bids and creatives to hit client KPIs
- Developed content strategies that improved on-site engagement and reduced bounce rates

Digital Marketing Intern | IPCS Global | Calicut, India
Dec 2023 to Feb 2024

- Ran site audits and fixed Core Web Vitals issues to improve page performance scores
- Created and optimised a Google Business Profile and built a backlink foundation for local SEO
- Installed, configured and optimised WordPress environments, including themes, plugins and custom settings
- Prepared a Google Ads campaign estimate and SEO content for a client launch

EDUCATION

Diploma in Digital Marketing | IPCS Global, Calicut, Kerala | Jul 2023 to Dec 2023
Computer Hardware and Networking | G-Tech Computer Academy, Vatakara | 2012 to 2013
Diploma in Electronics Engineering | GWPTC Calicut (Technical Board) | 2009 to 2012

LANGUAGES

English, Hindi, Malayalam