



SHABITHA VL

Digital Marketing Executive

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shabithavl.online

Vattakkattu House
Perumpadanna , N Paravoor
Kochi Kerala

TOOLS

SEMRush

Ahref

Google keyword planner

Google Analytics

Google Tag Manager

Bing Webmaster Tools

Facebook Business

Wordpress

Photoshop & Illustrator

Sublime & Dreamweaver

Canva

Microsoft Excel

CAREER OBJECTIVE

I believe Marketing is an art, as like other arts it attains perfection through practice. I am seeking a secure challenging position in a reputable organization to expand my learning, knowledge and skills. To take up challenging task and make good results which offers a great career growth and diversification.

PROFESSIONAL EXPERIENCE

JUNIOR DIGITAL MARKETING SPECIALIST TECHNORAYS DIGITAL MEDIA PVT.LTD KALOOR, KOCHI

Overview

Working as a Junior Digital Marketer in **Technorays Digital Media** a Dubai-based Digital Marketing Agency in Ernakulam which provides various digital services to B2B and B2C clients all over Dubai. Optimized and ranked different websites for clients and made site audits for the same.

WHAT I DO

- ✓ Created site audit reports, monthly ranking, and conversion reports.
- ✓ Selected and planned keywords that got more traffic.
- ✓ Integrated analytics and google tag manager for getting more and accurate information.
- ✓ Audited and cleared site errors using site audit tools and manual auditing techniques.
- ✓ Coordinated with senior staff, web developers, and designers to make the site more and attractive and to reduce bounce rates.
- ✓ Created social media accounts and implemented various social media techniques.
- ✓ Edited and written site contents and blogs that are SEO friendly and more user-readable.

SKILLS & EXPERTISE

Digital Marketing

Search Engine Optimization (SEO): On Page SEO & Off Page SEO etc.
Keyword Research, Content Writing , etc

Social Media Marketing (SMM): All Paid Promotions - Facebook
& Instagram Lead Generation etc

Web Designing & Graphic Design

Web Page Designing | HTML5, CSS3



PERSONAL SKILLS

Self Motivated
Teamwork
Strong written and verbal communication
Able to see the big picture
Strong organization
Language expertise



PERSONAL DETAILS

Nationality : Indian
Languages : English, Malayalam
Interest : Travelling
Hobbies : Listening Music



SOFTWARE SKILLS



REFERENCE

SALEESH SN

Managing Director
Technorays Digital Media Pvt.Ltd
M: +91 9847 273531
Mail:hr@technorays.ae

ONGOING PROJECT- SEO KEYWORD RANKING

Website	keyword	Rank
www.ubrbusservice.com	Staff transportation Buses on rent	4
www.memoriesflowers.ae	24 hours flower delivery dubai	4
www.ubrbusservice.com	private bus service in dubai	3
www.ubrbusservice.com	van transportation service in dubai	3
www.khaleejtoys.com	wholesale toys in dubai	3
www.khaleejtoys.com	Wholesale Toys store UAE	1
www.memoriesflowers.ae	flower delivery 24 hours	6



EDUCATIONAL QUALIFICATIONS

YEAR 2012-2016

BTECH - ELECTRONICS & COMMUNICATION ENGINEERING
BASELIOS THOMAS 1 CATHOLICSE COLLEGE OF ENGINEERING

YEAR 2010-2012

Plus Two - SCIENCE
GHSS NORTH PARAVOOR

YEAR 2009-2010

SSLC
SAMOOHAM HIGH SCHOOL NORTH PARAVOOR



TECHNICAL QUALIFICATIONS

YEAR 2021

ADVANCED DIGITAL MARKETING TRAINING
TECHNORAYS DIGITAL MEDIA PVT.LTD KALOOR, KOCHI

DECLARATION

I **Shabitha**, here by declare that the information contained here is true and correct to the best of my knowledge and belief.

Place:.....

Date:

SHABITHA VL