

SHABEERT

DIGITAL MARKETING EXECUTIVE

CONTACT



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Shabeer T



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Kannur, kerala ,India

PROFESSIONAL SUMMARY

Results-driven marketing and sales professional with 6 years of experience in driving revenue growth by direct marketing and selling, client acquisition, and market expansion. Recently completed a 1-month internship in digital marketing with specializations in SEO, social media management, content marketing, and online advertising. Skilled in blending traditional sales expertise with digital strategies to boost brand visibility, enhance customer engagement, and deliver measurable business outcomes.

TECHNICAL SKILLS

- Search Engine Optimisation (SEO)
- Google Analytics and Google Ads
- Social Media Management
- Content Marketing
- Backlinking

SOFT SKILLS

- Excellent marketing and selling skill
- Excellent communication skill
- Team work and collaboration
- Administration and management skill
- Supervising and leadership skill
- Analytical Thinking
- Creativity Communication Skills
- Adaptability Teamwork

WORK EXPERIENCE

1. Digital Marketing Intern

Alpha digital Academy (1 month -2025)

- Assisted in managing SEO and Google Ads campaigns, improving keyword rankings for client websites.
- Supported social media marketing activities (content scheduling, engagement tracking, campaign setup).
- Worked with analytics tools to monitor campaign performance and prepare weekly reports.
- Gained hands-on experience in content creation, email marketing, and paid advertising strategies.

2. FLOOR MANAGER CUM MARKETING (1 year)

Stellent Design Solutions | Kannur, kerala

- Strategized and executed digital marketing campaigns tailored for retail clients, achieving and surpassing monthly targets.
- Managed both floor operations and marketing initiatives, ensuring seamless coordination between sales and promotional efforts.
- Enhanced customer engagement through optimized online campaigns, increasing client interaction and satisfaction.
- Played a key role in increasing company sales goals by aligning marketing strategies

EDUCATION

- Diploma in Digital Marketing
- Alpha digital academy,Kannur, 2025
- Master of Business Administration (MBA) – Marketing
- [Al salama college , calicut], 2016
- Bachelor of Business Management (BBM)
- PA First Grade College (BBM),2013

LANGUAGES

ENGLISH	_____
MALAYALAM	_____
HINDI	_____

3. WEBSITE SUPPORT EXECUTIVE.

Al sadaf Pet care sharjah (UAE). 1 year

- Manage overall website maintenance, ensuring smooth functionality and regular updates.
- Oversaw the company's complete online presence to maintain a strong and consistent digital image.
- Built new websites tailored to business needs and marketing objectives.
- Regularly updated the existing company website to improve user experience and performance

5. MANAGEMENT TRAINEE AND SALES EXECUTIVE

ABATE AS AL SALAMA EYE HOSPITAL, CALICUT,KERALA (3 years)

CERTIFICATIONS

- Google Ads Search Certification
- Google Analytics Certification
- HubSpot Digital Marketing Certification
- 3 Months of Digital Marketing Training Certificate
- Fundamental Digital Marketing
- Google Ads Search
- Google Ads Video

PROJECT EXPERIENCES OF DIGITAL MARKETING

SOCIAL MEDIA MARKETING (SMM)

- Prepared social media strategy for termarind villas
- Content calendar
- Running ads for termarind villas
- Perfectly and handling social media accounts

WEBSITE CREATION , CONTENT CREATION AND BPM

- Developed a static website for taxi cab kannur in word press
- Created content for the marketing
- Created a business profile and manage all contacts ,map and contact details

ECOMMERCE WEBSITE

- Created a e-commerce website <https://ecom.shabeerdigital.in/>
- Assist creating a ecommerce website (al sadaf pet care) in sharjah and maintain them

WEB DESIGNING PROJECTS

- Moonlit memories <https://shabeerdigital.in/moonlit-memories/>
- NYC cafe <https://shabeerdigital.in/cafe-coffee-day/>
- fruitka (DEMO)
- furni (DEMO)