



SHYJU S

DIGITAL MARKETING SPECIALIST

ABOUT ME

I am a **Digital marketing specialist with 6 Month Experience** and, Digital marketing is a very challenging field and I have been able to achieve good results through continuous practice. I would like to fully utilize my knowledge and skills, while making a significant contribution to the success of the company. By the way of continuous marketing techniques through Seo, Email Marketing, social Media Marketing, etc. brings the company a positive impact.

WORK 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 Marketing (SEM): Google Ads Campaign

Search Engine Optimization (SEO): On Page SEO & Off Page SEO etc.

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

Web Analytics | Email Marketing | Content Marketing | Blog etc

Web Designing & Graphic Design

Web Page Designing | HTML5, CSS3

Bootstrap | Web Hosting | Domain Registration

Webmail | Outlook Configuration | Poster Design | Wordpress

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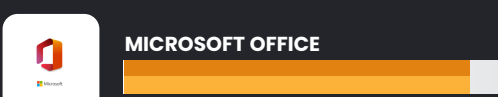
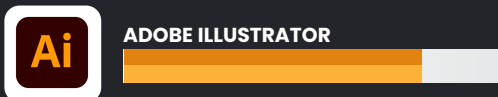
www.shyju.online

Shyna Manzil
Kannankodu
Chadayamangalam p.o
kollam , 691534

TOOLS

- ➔ SEMRush & Ahref
- ➔ Google keyword planner
- ➔ Google Analytics
- ➔ Google Tag Manager
- ➔ Bing Webmaster Tools
- ➔ Facebook Business Manager
- ➔ Wordpress
- ➔ VScode

SOFTWARE SKILLS





PERSONAL SKILLS

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



PERSONAL DETAILS

Nationality : Indian
 Date Of Birth : 14th April 2001
 Marital Status : Single
 Interest : Travelling
 Hobbies : Watching Movies



LANGUAGES KNOWN

- ENGLISH
- MALAYALAM
- TAMIL



REFERENCE

SALEESH SN
 DIRECTOR
 Technorays Digital Media Pvt.Ltd
 M: +91 9847 2735 31
 Mail:info@technorays.ae

ONGOING PROJECT- SEO KEYWORD RANKING

WEBSITE	KEYWORD	RANK
www.khaleejtoys.com	wholesale toy shop in dubai	1
www.khaleejtoys.com	wholesale toys online in dubai	1
www.khaleejtoys.com	customized toys uae	1
www.khaleejtoys.com	buy wholesale toys in dubai	1
www.horizonelect.com	best electronics repair services in uae	1
www.horizonelect.com	electronic drive repair services in uae	1
www.horizonelect.com	best cnc board service company	1

EDUCATIONAL QUALIFICATIONS

SEPTEMBER 2020 - APRIL 2023
BA ENGLISH LANGUAGE & LITERATURE
 SREE SANKARA VIDYAPEEDOM COLLEGE NAGAROOR

YEAR 2019-2020
ITI IN AC MECHANIC & REFRIGERATION
 GURUDEV ITI KILIMANOOR

YEAR 2017-2019
+2
 G.M.G.H.S.S CHADAYAMANGALAM

YEAR 2017
SSLC
 G.M.G.H.S.S CHADAYAMANGALAM

TECHNICAL QUALIFICATIONS
 YEAR 2024
ADVANCED DIGITAL MARKETING TRAINING
 METAHASH DIGITAL MEDIA LLP, KALOOR, KOCHI

DECLARATION

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

Place:.....

Date:

SHYJU S