



SIFLA SHERIN PP

Digital Marketing Specialist

CONTACT

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- 📍 Al Shamkha - Abu Dhabi

EDUCATION

- Skillmount [certificate](#)
KHDA Approved GCC Growth Digital Marketing
May 2025 - Oct 2025
- Luminar Technolab [certificate](#)
NCCT Approved Python Django Web Development Course
July 2021 - December 2021
- University of Calicut [certificate](#)
Bachelor of Computer Application
March 2017 - 2020

LANGUAGES

- English - (Read, Write, Speak)
- Malayalam - (Read, Write, Speak)
- Hindi - (Read, Write, Speak)
- Arabic - (Read, Write)

PERSONAL DETAILS

Visa Status : Resident Visa

Nationality : Indian

Interest : DIY crafting, upcycling, and creative design projects

PROFILE

Digital Marketing Specialist with a focus on SEO, Performance Marketing, and organic brand growth. I combine technical WordPress development with competitor analysis, content optimization, and Social Media Management to enhance digital visibility. By leveraging GA4 and GTM for precise tracking, I execute data-driven strategies designed to engage audiences and convert high-quality leads into measurable business success.

WORK EXPERIENCE

EPIC VENTURES | Digital Marketing Intern
August 2025 to November 2025 [certificate](#)

- **Abdul Aziz Restaurant** : Managed a hybrid organic/paid strategy reaching 184K+ accounts, with 62% being non-followers, resulting in a 25.3% YoY increase in direct customer calls.
- **Capella** : Achieved a 140% surge in search visibility and 90.5% growth in high-value phone inquiries through targeted GMB and Local SEO optimization.
- **Grow Learn** : Scaled reach to 3.2M+ monthly views and 869K unique users, driving 11,200+ profile visits and a 54.7% increase in course landing page taps.
- **Technical Execution** : Optimized profiles for 96% mobile-user compatibility and managed multi-platform campaigns across Meta Ads Manager and Google Business Suite.

Datahub Technologies | Python Full Stack Web App Developer
January 2022 - 2023 [certificate](#)

- Wrote reusable, testable, and efficient Python code
- Implemented MVC architecture for web applications using Django
- Managed the full SDLC from requirements to system testing
- Created technical documentation for reference and reporting

CERTIFICATION

- Training Course in Digital Marketing - KHDA Approved [certificate](#)
- Google Analytics certifications - Google Skillshop [certificate](#)
- Fundamentals of Digital Marketing - Google Skillshop [certificate](#)
- Local SEO Course - Semrush Academy [certificate](#)

SKILLS

Digital Marketing Skills :

- Performance Marketing
- SEO (Search Engine Optimization)
- Platform-Specific Advertising
- Analytics & Reporting
- Social Media Marketing & Management
- WhatsApp Marketing
- Content Marketing
- Amazon & Noon Marketplaces
- Email Marketing

Web Development Skills :

- WordPress Development
- Shopify Development
- Basic knowledge of HTML & CSS

Design and Graphics Skills :

- Intermediate in Canva

Business and Communication Skills :

- Excellent interpersonal skills (communication with clients, colleagues, and non-technical professionals)

Software and Tools Skills :

- MS Office (Excel, Word, PowerPoint)

FREELANCE WORK EXPERIENCE

- **TRI CONE contracting and general maintenance :** [view](#)

Developed a Coded, Informative Website for TRICONE Using HTML, CSS, JS. Connected Contact Form Using Emailjs.

- **Adbrug :** [view](#)

GMB Profile Optimization.

- **Portfolio :** [view](#)

Developed a WordPress Website, Done SEO(Keyword Research, Competitor Analysis), Created & Optimised GMB Profile.

DECLARATION

I declare that all information provided above is accurate, complete, and true to the best of my knowledge, and I take full responsibility for its authenticity.

SIFLA SHERIN PP
Abu Dhabi