

SIFLA SHERIN PP

Digital Marketer

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LinkedIn: [linkedin.com/in/sifla-sherin-pp](https://www.linkedin.com/in/sifla-sherin-pp) | Portfolio: <https://bit.ly/sifla-portfolio> | Visa Status : Resident Visa

PROFILE SUMMARY

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.

EXPERIENCE

DIGITAL MARKETING EXECUTIVE

March 2026 - July 2026

CatBook Advertising & Designing LLC

- Managed social media accounts across Facebook, Instagram, TikTok, and YouTube while planning content strategies to enhance brand presence and audience engagement.
- Planned, executed, monitored, and optimized Meta Ads campaigns for Awareness, Traffic, and Lead Generation while analyzing performance reports to improve ROI.
- Performed SEO activities, including keyword research, on-page optimization, Google Business Profile management, and SEO-optimized blog writing.
- Created strategic media plans, captured mobile videos for social media reels, and scheduled creatives using Meta Business Suite and other publishing platforms.
- Designed AI-generated marketing visuals and creative assets using ChatGPT through effective prompt engineering.
- Managed client communications by handling inquiries, resolving issues, onboarding new clients, and configuring automated comment and messaging workflows.
- Recovered and managed Facebook Pages and Business Manager assets while ensuring smooth digital marketing operations following Meta best practices.

DIGITAL MARKETING INTERN

August 2025 - November 2025

EPIC VENTURES

- 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 enquiries 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.

PYTHON FULL STACK WEB APP DEVELOPER

January 2022 - 2023

Datahub Technologies

- 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.

FREELANCE WORK EXPERIENCE

- Web Developer | Tri Cone Contracting : Built a coded HTML/CSS/JS website with EmailJS integration for lead capture.
- Digital Marketer | Portfolio : Developed a WordPress site with full SEO and optimized GMB profiles.
- Social Media Profile Optimization | iLm Academy : Created and optimized Facebook & Instagram Business Profiles, implemented profile SEO, developed media plans, and managed Meta Awareness campaigns to improve brand visibility.
- SEO Specialist | Adbrug : Boosted local search visibility and engagement through GMB and keyword research.

EDUCATION

- KHDA-Approved GCC Growth Digital Marketing | Skillmount, India - May 2025 - Oct 2025
- NCCT-Approved Python Django Web Development Course | Luminar Technolab, India - July 2021 - Dec 2021
- Bachelor of Computer Application | University of Calicut, India - March 2017 - 2020

SKILLS

Digital Marketing Skills

- Performance Marketing
- SEO
- Analytics & Reporting
- Email Marketing
- Social Media Marketing & Management

Design and Graphics Skills

- Intermediate in Canva

Web Development Skills

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

Business and Communication Skills

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

Software and Tools Skills

- MS Office (Excel, Word, PowerPoint)

CERTIFICATIONS

- Google Analytics certifications - Google Skillshop
- Fundamentals of Digital Marketing - Google Skillshop
- Local SEO Course - Semrush Academy

LANGUAGES

English Fluent | Malayalam Fluent | Hindi Basic | Arabic Basic