

SHABANA E.S

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Motivated and detail-oriented Digital Marketing fresher with a strong foundation in SEO, Social Media Marketing, and Paid Advertising. Certified in Google Ads, Meta, and HubSpot with hands-on training in digital campaign management, web development, and performance marketing. Seeking an entry-level opportunity to apply digital marketing strategies and contribute to business growth.

Educational Background

MAHATMA GANDHI UNIVERSITY

kottayam
Bachelor's Degree in Commerce
2020-2023

ICS-INDIA EDUCATION GROUP

Diploma in Indian and Foreign
Accounting
2024-2025

SKILLMOUNT

GCC Specialised Digital Marketing
2025-2026
(At present)

Skills

- Website Development
- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Google Ads
- Meta Ads
- YouTube Ads
- Campaign Management
- Keyword Research
- Performance Marketing
- Interpersonal communication skills
- Fluent in Malayalam, English & Hindi and conversational in French

PROJECTS / TRAINING EXPERIENCE

- Created and optimized digital marketing campaigns as part of training.
- Performed keyword research and implemented on-page SEO strategies.
- Developed basic websites and landing pages.
- Designed and executed sample Google and Meta ad campaigns.

CERTIFICATION

Google Ads Search Certification
Meta Social Media Marketing Certification
HubSpot Content Marketing Certification