

SHIBIL S

+91 8590658417 | sshibil14954@gmail.com | linkedin.com/in/shibil-s-433000370
Malappuram, Nilambur, Kerala-679333

DIGITAL MARKETING EXECUTIVE

Results-driven Digital Marketing Executive with a strong background in SEO, SEM, SMM, Email Marketing, and Web Designing. Skilled in creating and managing data-driven campaigns that improve online visibility, generate qualified leads, and increase ROI. Proficient in designing user-friendly websites and optimizing them for search engines and conversions. Adept at leveraging analytics tools to monitor performance and implement strategies for continuous improvement. Passionate about staying updated with the latest digital trends and delivering measurable marketing results that support business growth.

SKILLS

- Search Engine Optimization (SEO) – On-page, Off-page & Technical SEO
- Search Engine Marketing (SEM) & Google Ads (PPC campaigns) Social Media
- Conversion Rate Optimization (CRO) Affiliate & Influencer Marketing.
- Marketing & Management (Facebook, Instagram, LinkedIn, etc.)
- E-commerce product adding (Amazon, Shopify)
- Online selling
- Excel (Data entry)
- Customer relationship
- Influencer Marketing Coordination

EXPERIENCE

Hogar Technologies and Innovations LLP (HTI)

AUGUST-OCT 2025

- Gained hands-on experience in Search Engine Optimization (SEO),
- Assisted in planning and executing Search Engine Marketing (SEM) Meta & Google Ads
- E-commerce Product Management (Amazon)
- Managed and created content for social media platforms (Facebook, Instagram, LinkedIn)

Airin industrial corporation

OCT-MAR 2025

- Meta Ads Campaign Management
- Online selling
- Excel (Data entry)
- Customer relationship
- Influencer Marketing Coordination
- E-commerce Product Management (Amazon & Shopify)

EDUCATION

WESTBERG INTERNATIONAL

Diploma in Digital Marketing, Westberg International Institute

APRIL- AUGUST 2025

MATHS COMMERCE

Higher secondary in Maths Commerce
GHSS Moothedam

MARCH-2025

CERTIFICATIONS

WESTBERG INTERNATIONAL- Diploma in Digital Marketing, Westberg International Institute

APRIL- AUGUST 2025

PROJECTS

- Coordinate with marketing teams and clients to develop SEO strategy based on Google Analytics, keyword rankings, and competitive analysis.
- Identified keyword optimization opportunities, carried out competitor research, audit client websites for SEO, and made suggestions for improving web page site maps which increased organic traffic for clients.