

SHAHINA SHAFEEK

DIGITAL MARKETER



CONTACT

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SKILLS

- Search Engine Optimization
- Social Media Marketing
- Content Creation
- WordPress
- Keyword Research
- E-commerce Management
- Google Ads
- Meta Ads
- Content Calendar Planning
- Content Marketing

CERTIFICATES

- Google Ads Search
- AI-Powered Performance Ads
- Google Ads Display
- SEO Fundamentals (SEM Rush Academy)
- Content Marketing(Hubspot Academy)
- Google Ads Video
- Fundamentals of Digital Marketing(Google)



PROFESSIONAL SUMMARY

Digital Marketer with experience in SEO, Google Ads, Meta Ads, Social Media Marketing, and Content Strategy. Experienced in website optimization, campaign management, performance tracking, and content planning. A Psychology background supports a better understanding of audience behavior, communication, and customer needs. Focused on improving online visibility, engagement, and business growth through practical, data-driven digital strategies.



PROJECT EXPERIENCE

Shahina Connect – Website & SEO Project

- Built and managed a WordPress portfolio website.
- Implemented keyword research and on-page SEO.
- Worked on backlink building and off-page SEO.
- Tracked performance using GA4 and Search Console.
- Optimized Google Business Profile for local visibility.

Pinfacto – WooCommerce Baby Products Website

- Created a baby products e-commerce website using WooCommerce.
- Added and organized products, categories, and product information.
- Customized website pages for a user-friendly shopping experience.
- Applied basic SEO and website optimization practices.

Google Ads – Search Campaign Project

- Created and managed a Google Search Ads campaign.
- Researched and selected relevant keywords.
- Created ad headlines, descriptions, and sitelinks.
- Monitored clicks, impressions, CTR, and CPC.

Meta Ads – Social Media Advertising Project

- Created and managed Meta Ads campaigns.
- Set target audience, budget, and placements.
- Created ad copy and creatives.
- Monitored reach, clicks, CTR, and engagement.



WORK EXPERIENCE

Modest Gift Shop | Marriott Al Forsan| Outlet Manager | Customer Relations

2021-2023

- Managed daily sales and customer service.
- Handled billing, accounts, and cash transactions.
- Managed stock and day-to-day outlet operations.
- Assisted customers in a five-star hotel environment.



EDUCATION

Digital Marketing

CDA Academy | Currently Pursuing

2026-present

Bachelor's Degree in Psychology

Alwarda Women's College, Kaithakkad, Chervathur

2018 – 2021