

SHAMNAS ARAKKAL

DIGITAL MARKETER | E-COMMERCE GROWTH SPECIALIST

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PROFESSIONAL SUMMARY

Digital Marketer and E-commerce Growth Specialist focused on scaling brands in the Saudi market. Combines performance marketing with e-commerce execution — managing campaigns across Google Ads, Meta, Snapchat, and TikTok while building and optimizing stores on Salla. Currently leads digital growth for a Saudi-based e-commerce brand, driving customer acquisition, improving conversion rates, and building scalable marketing systems. Core expertise spans Performance Marketing, SEO/AEO/GEO, GA4, funnel optimization, and web & creative strategy. Certified in AI prompt engineering through Dubai's One Million Prompts initiative.

PROFESSIONAL EXPERIENCE

Digital Marketer

Jan 2026 - Present

مختارات الذوق الجوف, Sakaka, Saudi Arabia (On-site)

- Leading performance marketing for a Saudi-based e-commerce brand, driving customer acquisition and revenue growth
- Managing paid campaigns across Google Ads, Meta, Snapchat Ads, and TikTok Ads
- Building and optimizing the brand's Salla e-commerce store, improving conversion rates
- Applying SEO, AEO, and GEO strategies alongside GA4 analytics to build scalable marketing systems

Digital Marketing Intern

Nov 2025 - Feb 2026

Epic Ventures, Dubai (Remote)

- Executed on-page and off-page SEO strategies, improving organic search performance
- Supported digital marketing strategy planning and execution across Meta Ads, Google Ads, and content creation
- Assisted in campaign optimization, performance tracking, and reporting & analysis

Freelance Digital Marketer / Digital Marketing Consultant

Jan 2023 - Present

Self-employed, Kerala, India

- Provided SEO and social media marketing services to local businesses, improving online visibility
- Ran Meta (Facebook/Instagram) advertising campaigns and managed social media accounts and content
- Supported brand growth and lead generation for multiple clients, including a full-funnel marketing strategy for Grow Learn (UK QUALIFI-certified MBA, DBA, and Professional Diploma programs across India and the UAE)

Accountant / Sales Associate

Jan 2025 - Dec 2025

Mukhtarat Al-Zawq, Sakaka, Saudi Arabia (On-site)

- Directed daily retail operations and financial reporting, utilizing consumer behavior analysis to optimize inventory management and sales conversion

Accountant

2023 - 2024

SAMS Motors, Edakkara, Kerala, India

- Tracked repair orders, labor costs, and spare parts margins
- Calculated and recorded sales incentives and commissions for the sales team
- Managed the financial side of manufacturer warranty claims and reimbursements

Scanning Assistant

2022 - 2023

C-DIT, Department of Electronics and IT, Govt. of Kerala

- Operated high-speed and overhead scanners for large-scale government archival projects
- Converted physical records into searchable PDF/A and TIFF formats using OCR technology
- Conducted page-by-page verification to ensure data integrity and zero missing pages
- Maintained strict confidentiality while handling sensitive government and public records

Graphic Designer

2019 - 2022

Mediazen - Advertising & Printing, Areekode, Kerala

- Designed professional logos, brochures, and marketing collateral for diverse business clients
- Created high-impact visual content for social media, banners, and large-format outdoor advertisements

- Performed advanced photo retouching, color correction, and vector illustration using Adobe Photoshop
- Translated client briefs into creative concepts and managed revisions through to final approval

EDUCATION & CERTIFICATIONS

Social Media Marketing — HP LIFE Online Course <i>HP LIFE · HP Foundation</i>	2026
One Million Prompters – Prompt Engineering for AI Systems <i>Dubai Centre for Artificial Intelligence · Dubai Future Foundation</i>	2026
Advanced Training Course in Digital Marketing (KHDA Attested) <i>Skillmount Management Training Center L.L.C - Dubai · 150 Hours</i>	2025 - 2026
Trainee Associate, Prime Minister's Skill Development Scheme <i>Govt of India</i>	2018 - 2019
Diploma in Indian and Foreign Accounting (DIFFA) <i>LCC Education, Nilambur - Kerala</i>	2017 - 2018

SOFTWARE & SKILLS

Performance Marketing: Google Ads · Meta Ads · Snapchat Ads · TikTok Ads · GA4
E-commerce: Salla · Shopify · WordPress · Amazon Seller Account · Noon Seller Account
SEO / Content: SEO & SMM · AEO · GEO · Surfer SEO · Jasper AI · ChatGPT · Content Creation
AI & Prompt Engineering: Prompt Engineering · ChatGPT · Claude · Jasper AI
Design & Video: Adobe Photoshop · Adobe Lightroom · Adobe Premiere Pro · Adobe Firefly · Lumion · DaVinci Resolve · CapCut · Canva
Other: Website Development · Social Media Management · Analytics & Reporting · Problem Solving · Leadership · Team Collaboration

LANGUAGES

English (Fluent) · Arabic (Intermediate) · Malayalam (Native) · Tamil (Fluent) · Hindi (Intermediate)