

Shinu S.

Digital Marketing Manager.
SEO, GEO, Meta, LinkedIn & Google Ads
Performance Marketing Consultant.

Trivandrum, Kerala
+91 9496 365534
+91 8921 594010
info@shinushajahan.com

EXECUTIVE SUMMARY

Strategic Digital Marketing Director & SEO Consultant with 15+ years of experience driving multi-channel digital growth, organic search visibility, and performance marketing strategies across India, GCC,, Canada, UK regions. Proven track record leading enterprise SEO, high-ROI paid acquisition campaigns (Google, Meta, Youtube & LinkedIn Ads), and agency operations. Tech-driven background (MCA) combining technical SEO, digital marketing, advertising, data analytics, and scalable lead generation including Performance Marketing

PROFESSIONAL EXPERIENCE

Senior Digital Marketing & Consultant

JAN 2017 – PRESENT 2026

Prism Advertising (UAE) | Nehru Group of Colleges, Onbyz, ChoFluid, NIBM Global & others (Kerala) | **2017 – Present**

- Direct multi-channel digital strategies, organic search campaigns, and performance marketing across international client accounts in the UAE and India.
- Manage paid acquisition budgets spanning Google Ads (Search/Display/Video) and Meta platforms to generate high-converting leads and maximize campaign ROI.
- Execute comprehensive technical SEO audits, architecture updates, and content strategies to secure top search engine rankings for targeted keywords.
- Collaborate closely with cross-functional web developers, design teams, and content writers to optimize landing pages and user experience.

CORE COMPETENCIES

Digital Leadership: Digital Marketing Strategy, Agency Operations, Campaign ROI Management, Team Leadership & Management.

Organic & Technical Search: SEO, Local SEO, GEO (ChatGPT, Gemini, Copilot, Perplexity, Claude, Meta AI, Grok), Technical SEO Audits, Site Architecture, Keyword Strategy, On-Page & Off-Page Optimization.

Performance Marketing: Google Ads (Search, Display, Shopping, YouTube Ads), Meta Ads, LinkedIn Ads, Lead Generation & Branding Campaigns

Analytics & Tracking: Google Analytics (GA4), Google Search Console, Google Tag Manager, Ahrefs, SEMrush, Moz, SERanking.

SELECTED CLIENT PORTFOLIO

Healthcare & Medical: Caritas Super Speciality, Caritas Matha, SUT Super Speciality, Kamala Dental Super Speciality, PK Das Hospital, VRC Hospital, NeoSkin Speciality, Dental

Director – Digital Marketing

OCT 2010 – JAN 2017

Schogini Systems Pvt. Ltd. | **2010–2017**

- Oversaw full-funnel digital strategy for Mobile Applications (iOS) web asset management, and online brand awareness of client websites and apps over a 6-year tenure.
- Established standard operating procedures for SEO/SEM initiatives, driving organic traffic growth and brand visibility across client portfolios.
- Led technical alignment between design, development, and marketing teams to ensure SEO-friendly website architecture.

SEO & Digital Marketing Trainer

JAN 2017 – Dec 2020

SMEC Labs, Tandem, SITCO International | **2017 – 2020**

- Developed curriculum and conducted technical training modules on SEO, Google AdWords, and Social Media Marketing for professionals and students.

ACADEMIC PROFILE

Post-Graduation :

MCA, College of Engineering, CET, Trivandrum, 2010 with 63%

PERSONAL PROFILE

Date of Birth : 06-October-1986

Sex & Marital Status : Male & Married

Hobbies: Hi-Fi Audio & Reading

REVIEWS

<https://maps.app.goo.gl/oWGz4txzGV5gFNgs5>

Lounge, NET Dental Clinic,
Easy Dental Clinic

Education, Admissions,

E-Learning: Nehru Group of Colleges (Nehru College of Engineering & Research Centre, Nehru College of Pharmacy, Jawaharlal College of Engg & Technology, Nehru College of Architecture, Nehru Academy of Law) , Lecole Chempaka, Greenvalley School, The Friends School, NIBM Global, Kingster Education, C4Career, NICE Academy Nursing, Acumen Global, College Spotter, AHZ Associates, Derrick Jones,

Real Estate: Sree Dhanya Homes, Sun Projects, Cordon Builders, Powerlink Builders, Pinnacle Interiors, Sun Projects, Cordon Builders, Armson Homes, Mulberry Homes, Silver Castle, LYM Real Estate, Mimar Models, Mansion Properties,

Commercial: HostDime India, Indograce, Maritronics, ScreencheckME, ScreencheckSaudi, Emphorlas, AtlabME, Sitco India, Indroyal, Gulfpaints, Lazulite, Gatestone, Blaupunkt Dubai

Advertising Agency: Prism Ads (UAE) , Mediamate Advertising, Chameleon Creation, Onbyz, ChoFluid (TVM), Signature Advertising (Palakkad)