

SHARMILA SHERIN

DIGITAL MARKETER

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PROFILE

Dedicated and adaptable individual with a positive attitude and strong willingness to learn. Skilled in digital marketing, including social media, content creation, SEO, and e-commerce basics. Proficient in using online tools, managing tasks efficiently, and collaborating within teams. Eager to apply creativity and digital skills to contribute to organizational growth.

EXPERIENCE

Bisaura Technologies Pvt Ltd. (India)

Feb 2026 – April 2026

Digital Marketing Executive

- Managed digital marketing campaigns across Meta Ads, Google Ads, and social media platforms for clients from diverse industries.
- Created brand-focused social media content, ad creatives, captions, and promotional materials based on campaign objectives and target audiences.
- Conducted keyword research, competitor analysis, and basic SEO activities to support website visibility and organic growth.
- Monitored campaign performance through Google Analytics and Meta Ads Manager, analyzing reach, engagement, traffic, clicks, and leads.
- Coordinated with clients and internal teams to understand requirements, manage content deliverables, and ensure timely campaign execution.
- Built practical knowledge of paid advertising, social media marketing, SEO, content strategy, analytics, and digital campaign management through the internship experience.

EDUCATION

Diploma in Digital Marketing

2025 – 2026

Abcademy, The ABC Group of India Pvt Ltd.

Masters in English Language and Literature

2023 – 2025

Kannur University

Bachelor in Functional English

2020 – 2023

Kannur University

SKILLS & CERTIFICATES

- Teamwork
- Effective Communication
- Time Management
- Critical Thinking
- Leadership
- Attention to Detail
- Digital Marketing
- Hubspot
- Semrush
- SEO Fundamental

PERSONAL DETAILS

Nationality: Indian

Visa: Spouse Visa