

FABINA SHERIN

Digital Marketing | SEO,
Content & Paid Media



✉ fabinasherin1@gmail.com

☎ 971582980033

📍 Hor Al Anz East, Dubai, UAE

🌐 fabinadigital.com

🌐 linkedin.com/in/fabina-sherin3

📄 Visit

Core Skills

SEO ● ● ● ● ●

On-page, Off-page, Technical SEO,
Local SEO, Link Building

Content Marketing ● ● ● ● ●

Blog Writing, Website Content,
Persuasive Copy, Storytelling

Paid Advertising ● ● ● ● ●

Google Ads (Search & Display),
Facebook & Instagram Ads, LinkedIn
Ads, Meta Business Suite

Social Media Marketing ● ● ● ● ●

YouTube, Instagram, Facebook,
LinkedIn, X (Twitter), YouTube SEO,
Shorts strategy

Web Development & Branding ● ● ● ● ●

WordPress Websites, UX
Optimization, SEO Integration

Analytics & Tools ● ● ● ● ●

Google Analytics, Google Search
Console, SEMrush, Ahrefs, Data-
driven campaign optimization

Professional Summary

Digital Marketing Specialist with **2+ years of experience** driving measurable growth through **Google Ads, SEO, social media campaigns, and content marketing**. Proven ability to increase organic traffic by 25–50% and optimize ad campaigns for maximum ROI. Skilled in leveraging analytics, marketing automation, and AI tools to enhance engagement and conversions. Certified in **Google Analytics, Google Ads, Ahrefs, and Digital Marketing**, with multilingual communication skills (English, Malayalam, Hindi, Arabic).

Professional Experience

SEO Specialist

Tech Wyse Internet Marketing

05/2024 – 08/2025

Ernakulam, Kerala (Head Office: Toronto, Canada)

- Increased **backlink acquisition rate by 30%** through targeted outreach to high-authority domains.
- Improved **domain authority for key clients by up to 5 points** within 3 months.
- Executed outreach campaigns generating **50+ high-quality links per month**, contributing to higher search rankings.
- Optimized website content and branding strategies for clients including TruTech Pest & Wildlife, SRE Group, and NC New, leading to up to **15–20% increase in organic traffic** for targeted pages
- **Key Achievement:** Ranked personal website for competitive keywords (e.g., “SEO Expert in Malappuram” – #1).

SEO Intern

Clear My Course

12/2023 – 01/2024 | Ernakulam, Kerala

- Boosted **client organic traffic by 25%** through keyword targeting and on-page SEO improvements.
- Created and optimized **15+ blog posts** that ranked in the **top 10 on Google**.
- Conducted **SEO audits for 10+ websites**, resolving technical and indexing issues.

Academic Content Writer

Chec International

08/2022 – 09/2023 | Hilite Business Park, Calicut, Kerala

- Delivered **200+ academic projects** with a **98% client satisfaction rate**.
- Increased project delivery efficiency by **20%** through optimized research workflows.
- Maintained a **100% plagiarism-free record**, enhancing credibility and client trust.

YouTube Content Creator

Self-Managed

- Built and managed a channel to **100K+ subscribers** and **10M+ total views**.
- Increased **average watch time by 35%** using SEO-driven video optimization.

Certifications

- Google Analytics & Google Ads
- Ahrefs SEO Certification
- Dub.ai Online Marketing Program
- Coursera Digital Marketing Specialization
- AI Masterclass - Dhruv Rathee Academy

Languages

- English
- Malayalam
- Hindi
- Arabic

- Monetized channel through ads and **brand collaborations**, generating steady revenue.

Education

Advanced Diploma in Digital Marketing

Clear My Course

2023 | Ernakulam

- Developed hands-on skills in **SEO, social media marketing, email campaigns, and content strategy**.
- Created and optimized **digital campaigns using analytics to measure engagement and ROI**.
- Gained proficiency in **Google Ads, Facebook Ads, and marketing automation tools**.

B.Sc. in Plant Botany & Genetics

University of Calicut, Kerala

2018 – 2021

- Built strong **analytical and research skills**, applicable to data-driven marketing strategies.
- Developed **problem-solving abilities and attention to detail** through experimental and lab work.
- Conducted **laboratory experiments and data analysis** to support academic projects.
- Developed **analytical, problem-solving, and scientific reporting skills**.

Achievements

Topped the Clear My Course Scholarship Exam

Clear My Course

- Topped the Clear My Course Scholarship Exam to secure entry into the Advanced Digital Marketing Program.

Improved SEO rankings for multiple international clients

- Improved SEO rankings for multiple international clients, resulting in higher organic traffic and conversions.

Built and monetized a YouTube channel

- Built and monetized a YouTube channel to 100K+ subscribers.