

SALMANUBNU ZAKARIYA P

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PROFESSIONAL SUMMARY

Digital marketing professional with 1 year of combined experience in WordPress development and digital marketing execution. Independently managed 12+ live client websites and deployed 4 WooCommerce ecommerce stores across multiple industries. Google Analytics (GA4) certified with hands-on exposure to SEO, social media, and performance marketing. Unique dual capability: marketing strategy knowledge combined with direct WordPress execution — offering agencies a two-in-one hire.

CORE SKILLS

Digital Marketing: SEO, Social Media Marketing, Content Marketing, Email Marketing, Inbound Marketing

Analytics & Tracking: Google Analytics 4 (GA4) — Certified, Google Search Console

Ecommerce: WooCommerce, Product Catalogue Management, Checkout Flow Optimization

Paid Advertising: Meta Ads (Blueprint — in progress), Google Ads Skillshop (in progress)

CMS & Tools: WordPress, Elementor, Hostinger, cPanel, WhatsApp Business Integration

CERTIFICATIONS

Google Analytics Certification(GA4)

Google Skillshop · Certificate ID: 185710668 · Valid until Jun 2027

Jun 2026

PROFESSIONAL EXPERIENCE

WordPress Developer

[E World Information System](#) · Kerala

Nov 2025 – Present

- Independently managed 12+ live client websites across 6 industries — ecommerce, logistics, education, and event management — with zero colleague support after team restructuring
- Built and deployed 4 WooCommerce ecommerce stores handling live customer transactions for clients in the perfume, clothing, and honey industries
- Implemented WhatsApp-integrated checkout flow for a D2C ecommerce store, optimizing mobile conversion for the Kerala and Gulf market
- Independently hosted and managed websites for Gulf-based clients (Dubai, Saudi Arabia) including a full-lifecycle event management site for IntimeDubai — from design to go-live
- Managed full WordPress maintenance, performance optimization, plugin updates, and client communication across all 12+ accounts simultaneously

Digital Marketing Intern

[Futura Labs](#) · Kerala

July 2025 – Nov 2025

- Completed hands-on training across SEO, social media marketing, content strategy, and performance marketing — covering the full digital marketing funnel from brand awareness to conversion optimization
- Gained practical experience with industry-standard tools including Google Ads, Facebook Ads Manager, Google Analytics, and marketing automation platforms through live project-based sessions
- Trained in SEM, affiliate marketing, AI-driven marketing, and growth hacking strategies; developed working knowledge of campaign planning, audience targeting, and data-driven decision making

EDUCATION

BSc Computer Science (Pursuing)

College of Applied Science (IHRD), Calicut University, Kerala

Expected 2026

PORTFOLIO HIGHLIGHTS

Selected live client websites (available on request):

- [Bugle Perfume & Safiya Perfumes](#) — WooCommerce ecommerce stores, live and transacting
- [Hayash Premium Honey](#) — WooCommerce store with WhatsApp checkout integration
- [Dbroz International](#) — WooCommerce clothing store, independently hosted
- [Intime Dubai](#) — Event management website for UAE client
- [Lanx LLP & Provide Logistics](#) — B2B service websites, live with verifiable URLs
- [Base structural steel](#) - Structural engineering and construction service website, live with verifiable URLs.