

# SHIFA JUNEJO

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🌐 Portfolio: [www.shifajunejo.com](http://www.shifajunejo.com)

📍 UAE | Open to Onsite, Hybrid & Remote Opportunities

## CAREER OBJECTIVE

Motivated and creative Digital Marketing Specialist with a strong focus on Social Media Marketing, content creation, and brand storytelling. Equipped with hands-on experience in content strategy, ad copywriting, WordPress, SEO, and performance marketing. Actively seeking a role where I can contribute engaging content and drive results across digital platforms to support business growth.

## PROFESSIONAL SUMMARY

Self-driven and results-oriented Digital Marketer & Social Media Specialist with strong expertise in content creation, website development, ad copywriting, and performance marketing. Currently interning at Epic Venture Digital Marketing Agency (UAE), managing real-time client projects. Completed KHDA-certified digital marketing training from Skill Mount. Equipped with comprehensive digital marketing skills, including content creation, performance marketing, website development, and SEO — supported by practical project experience.

## CORE SKILLS & COMPETENCIES

- Social Media Marketing
- Content Creation
- Ad Copywriting
- Website Development (WordPress, Shopify)
- Organic Marketing, SEO
- Email, WhatsApp & LinkedIn Marketing
- Marketing Automation & AI Tools
- Tools – Canva, CapCut, Meta Business Suite, ChatGPT

## PROFESSIONAL EXPERIENCE

### Digital Marketing Intern

Epic Venture Digital Marketing Agency – UAE | May 2025 – Present

- Working on real client projects involving content creation, strategy and ad campaigns
- Writing captions, ad copy, and video content scripts
- Contributing to organic marketing strategies including SEO
- Supporting Meta ad campaigns with copy and creative input

### **Freelance Digital Marketer**

Remote & UAE-based Clients | July 2025

- Recently started taking freelance projects for UAE-based businesses
- Currently managing social media marketing for a local automotive service brand
- Handling content planning, post scheduling, and engagement strategy for the business page
- Building basic WordPress websites for clients
- Supporting clients in applying SEO techniques to improve traffic and search engine rankings

### **Founder & Social Media Manager**

CherryBlossom – Online Fashion & Jewelry Boutique | Nov 2022

- Managed full content calendar, ad copywriting, design, and promotion
- Grew Instagram presence through organic storytelling and WhatsApp marketing
- Designed graphics and created reels using Canva & CapCut
- Ran offer campaigns and seasonal ads

### **Customer Support Executive**

Ideal Cargo LLC, Dubai | May 2022 – Apr 2023

- Delivered front-desk and call support services
- Gained experience in client communication and customer satisfaction

### **Junior Web Designer**

Ticyt Web Solution Co, Kerala | Mar 2012 – Feb 2014

- Assisted in web design using HTML, CSS, JavaScript, and ASP.NET
- Participated in web training and student workshops

## **DIGITAL MARKETING TRAINING**

AI-Integrated Digital Marketing Program (KHDA Certified)

Skill Mount – UAE Based | Feb 2025 – Present

Completed an in-depth digital marketing training covering content creation, social media strategy, Meta/TikTok/Snapchat ads, WordPress website development, SEO, email & WhatsApp marketing, Shopify, dropshipping, and marketing automation. Trained with a practical focus, including real client project exposure and tool-based learning.

## PROJECTS & PORTFOLIO

- Personal Portfolio Website – [www.shifajunejo.com](http://www.shifajunejo.com)
- CherryBlossom – Social Media Marketing & Branding
- O3thirteen Interior Decor – Instagram Strategy & Content Creation
- WordPress One-Page Portfolio Website
- Internship Work – Contributing to marketing strategies and content creation for multiple UAE-based brands under the supervision of senior marketers at Epic Venture

## TECHNICAL TOOLS & PLATFORMS

- Tools: Canva, CapCut, Meta Business Suite, ChatGPT
- Platforms: WordPress, Shopify
- Analytics: Meta Insights, Google Analytics (Basic), Google Search Console
- Ad Platforms: Meta Ads, TikTok Ads, Snapchat Ads
- Coding: HTML, CSS, JavaScript, ASP.NET

## EDUCATION

- B. Tech in Information Technology  
KMEA Engineering College, Cochin, Kerala | 2007 – 2011
- ASP.NET Web Development Internship  
Aptech Institute, Sharjah (KHDA Certified) | 2022

## ADDITIONAL DETAILS

- Visa: UAE Residence Visa
- Languages: English, Malayalam, Hindi
- Seeking: Roles in Social Media Marketing, Content Creation, or Digital Marketing (Onsite, Hybrid, or Remote)