

PORTFOLIO

DIGITAL MARKETING & WEB ANALYTICS SPECIALIST

SEO • Performance Marketing • Analytics • Growth Strategy

SHAHABAS KUNHAHAMED

ABOUT ME

My journey into marketing didn't start in a classroom, it started with curiosity. I began my career as a Creative Designer and Front-End Developer, where I worked closely with websites and user experiences. While optimizing sites, I was introduced to SEO, and I quickly became fascinated by how small changes could drive big, measurable results.

Seeing real growth in traffic, rankings, and engagement sparked a genuine interest in marketing. As my passion grew, I decided to formalize my knowledge and completed my Bachelor's Degree in Marketing while continuing to build real-world experience. Over time, I moved fully into digital marketing, gaining hands-on experience in SEO, GA4, paid advertising, content strategy, and CRM tools. I enjoy working at the intersection of creativity and data, supporting teams, and helping projects move smoothly from idea to execution.

Today, I'm focused on growing into an Assistant Marketing Manager role where I can add value through organization, collaboration, and performance-driven thinking, while continuing to learn and contribute at a higher level.



CORE SKILLS

Strategy & Growth

- Digital Marketing Strategy
- Lead Generation & Funnel Optimization
- Budget Monitoring & Performance Tracking

Digital & Analytics

- SEO & Website Optimization
- GA4, Google Search Console, HubSpot
- CRM & Marketing Automation

Leadership & Execution

- Cross-Functional Team Support
- Vendor & Agency Coordination
- Project & Timeline Management



TOOLS & TECHNOLOGIES

- Google Analytics (GA4)
- Google Tag Manager
- Google Search Console
- Google Ads
- Meta Ads Manager
- HubSpot CRM
- WordPress / Elementor
- Semrush / Ahrefs
- Canva / Adobe Photoshop
- Looker Studio (Data Studio)
- HTML & CSS

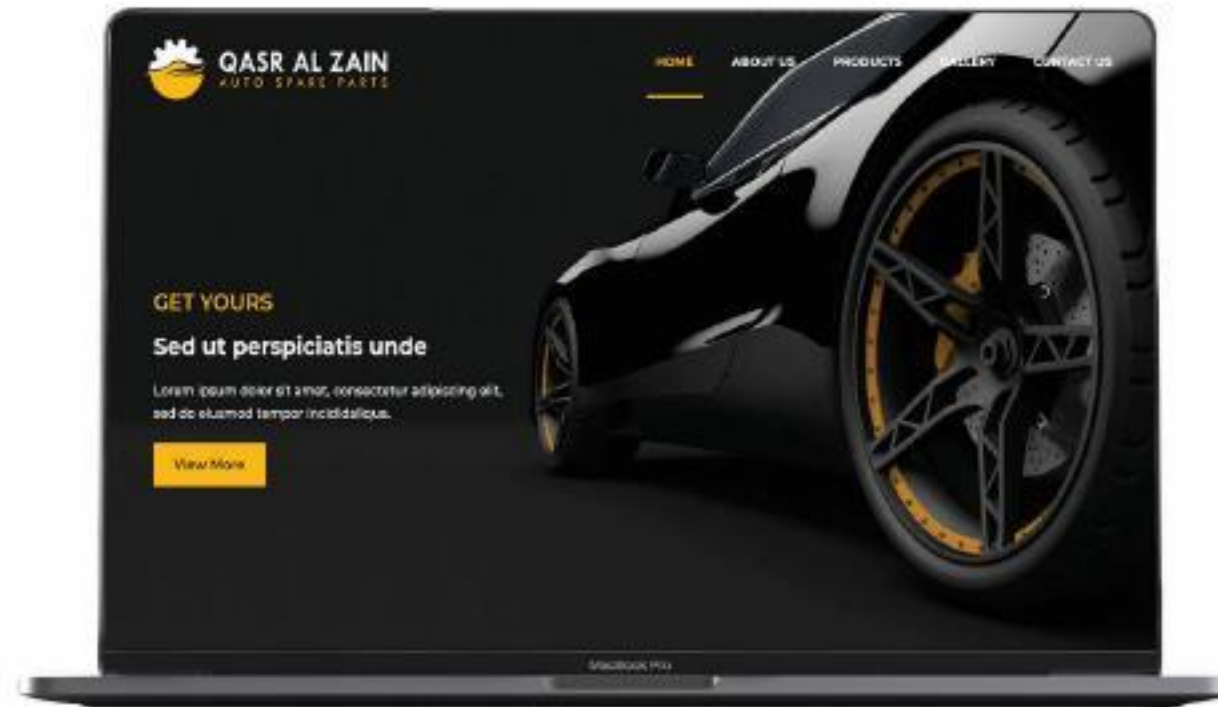
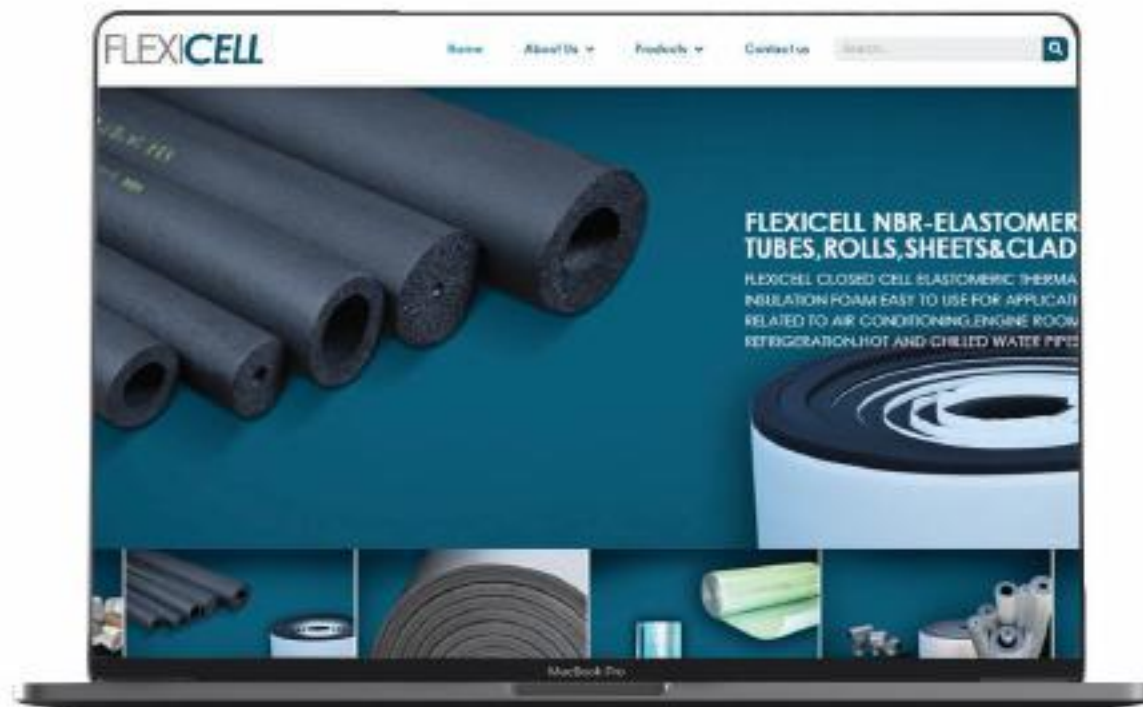
SAMPLE PROJECTS

SELECTED WORK – WEB PROJECTS

Website Performance Optimization Project

Redesigned website structure to improve usability, speed, and search visibility.

Focused on mobile responsiveness, clean navigation architecture, and SEO-ready site structure.

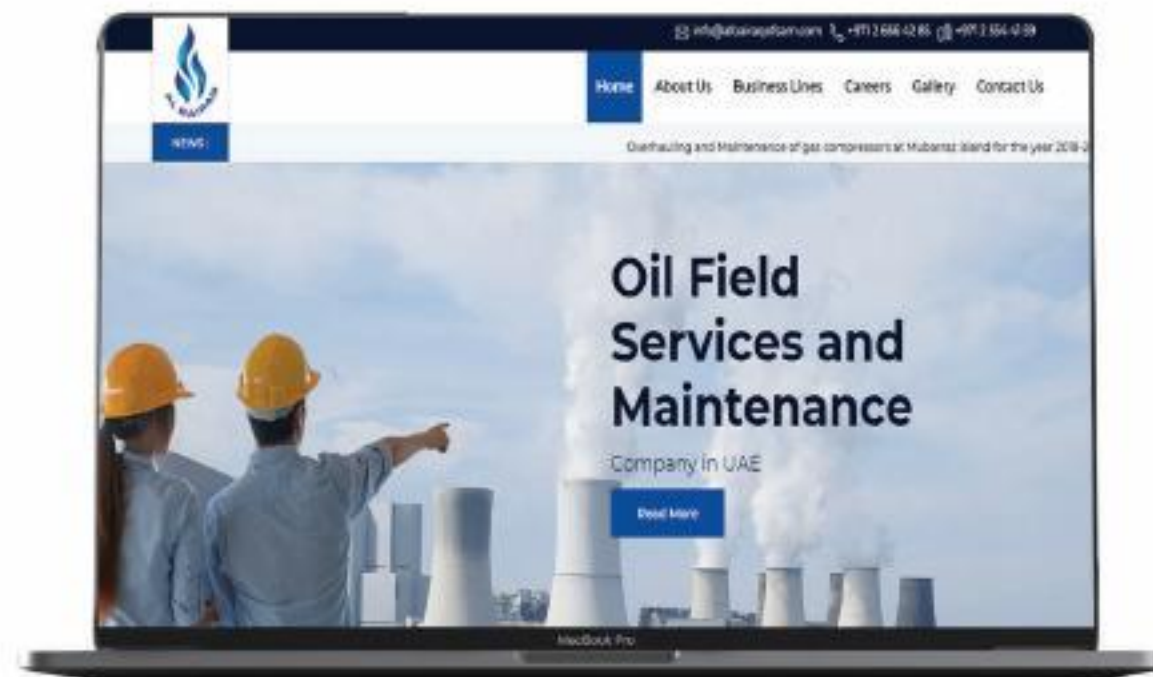


Impact:

- Improved user flow and engagement
- Faster page load speed
- Increased organic visibility

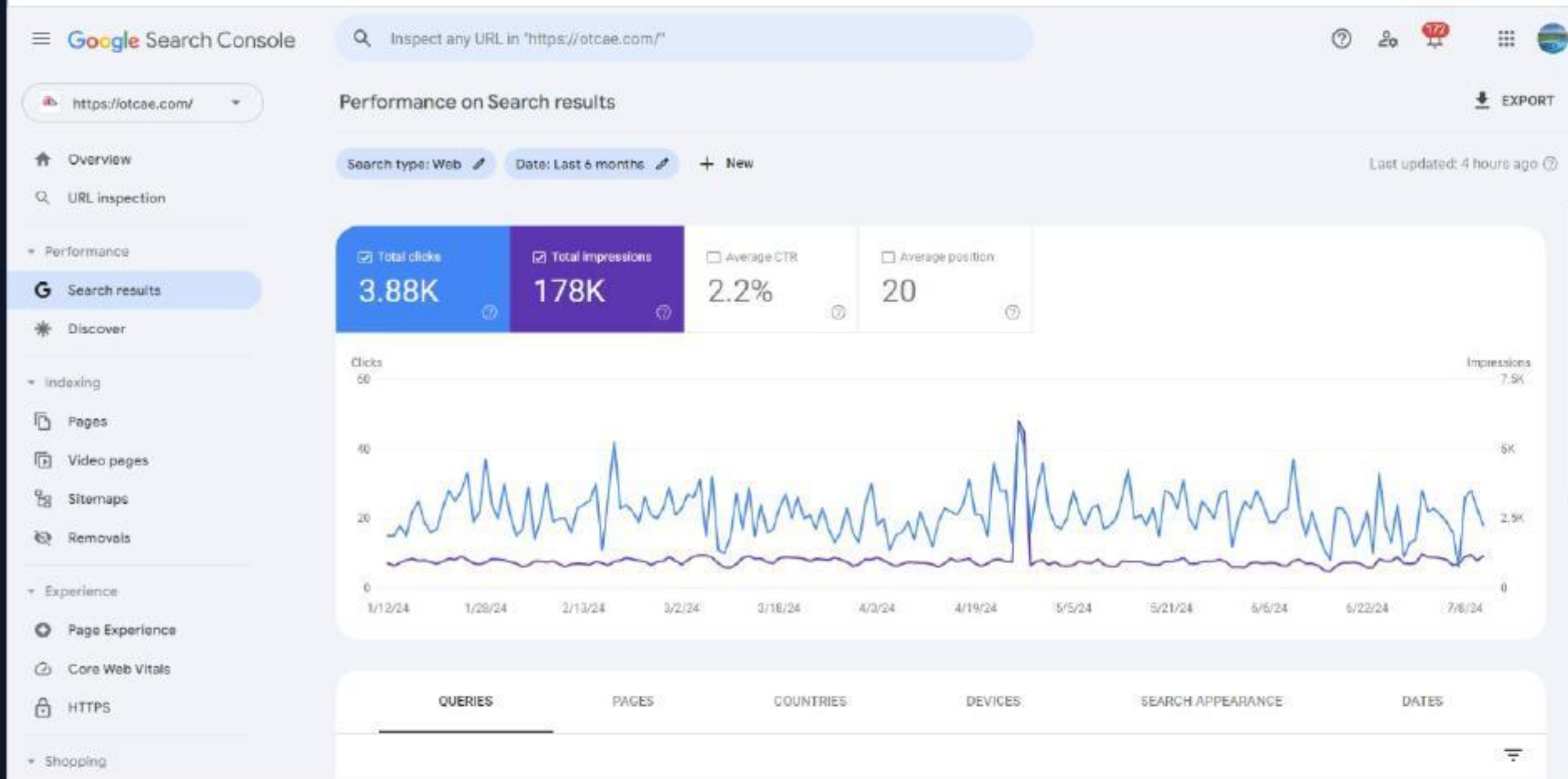
SAMPLE PROJECTS

SELECTED WORK – WEB PROJECTS



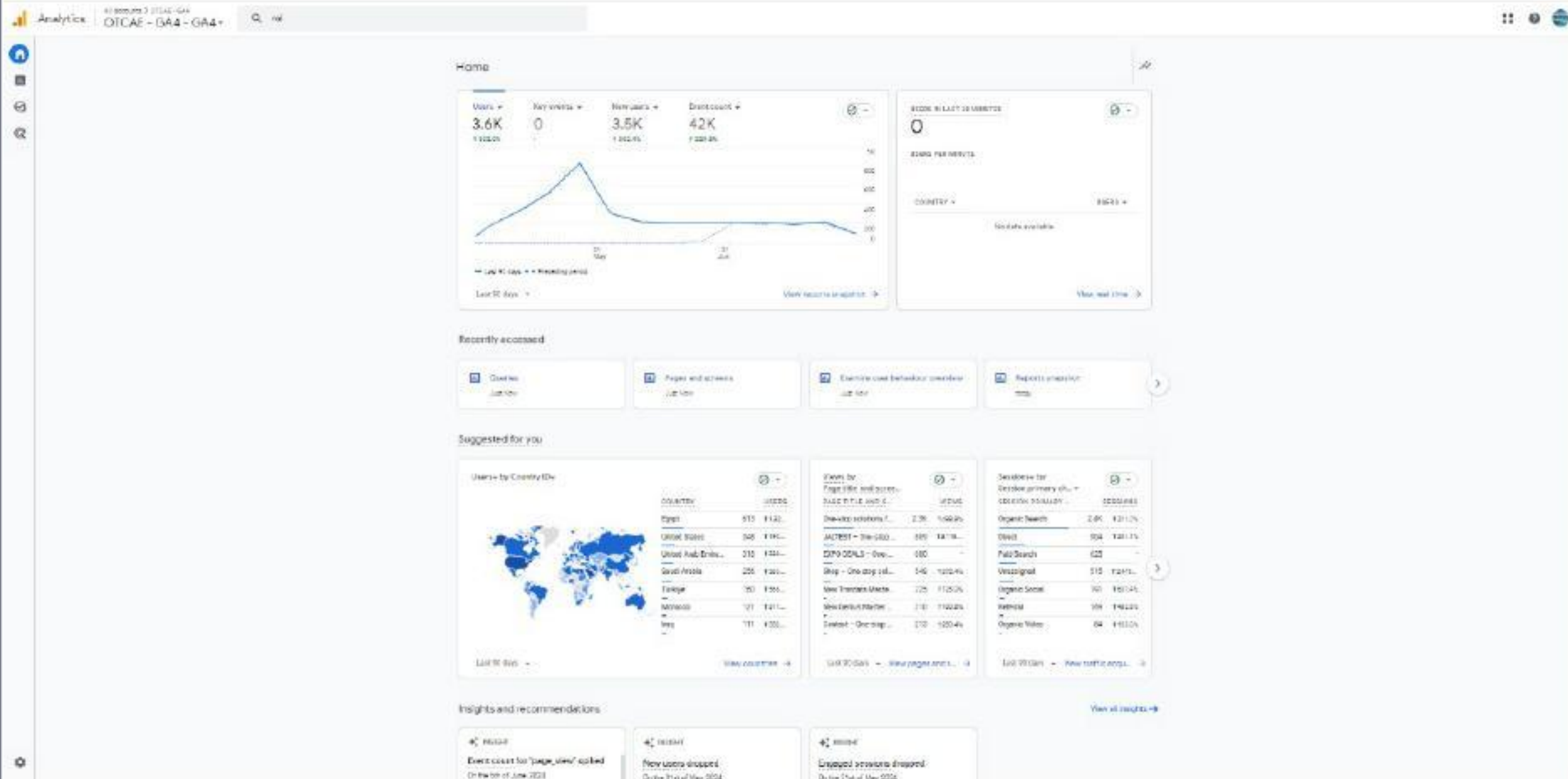
SAMPLE PROJECTS

SEO & PERFORMANCE MARKETING



SAMPLE PROJECTS

SEO & PERFORMANCE MARKETING



SAMPLE PROJECTS

SEO & PERFORMANCE MARKETING

Search Console Insights BETA

Share feedback



oiaae.com

Total views since March 2024

10.8K

Achievements >



Now

Site overview

Past 28 days

Views

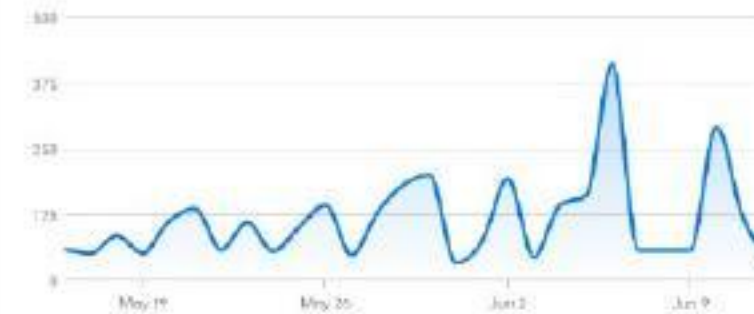
3,249

↗ 25%

Avg. engagement time

1m 43s

↗ 34%



SAMPLE PROJECTS

BRANDING & SOCIAL MEDIA



SAMPLE PROJECTS

BRANDING & SOCIAL MEDIA



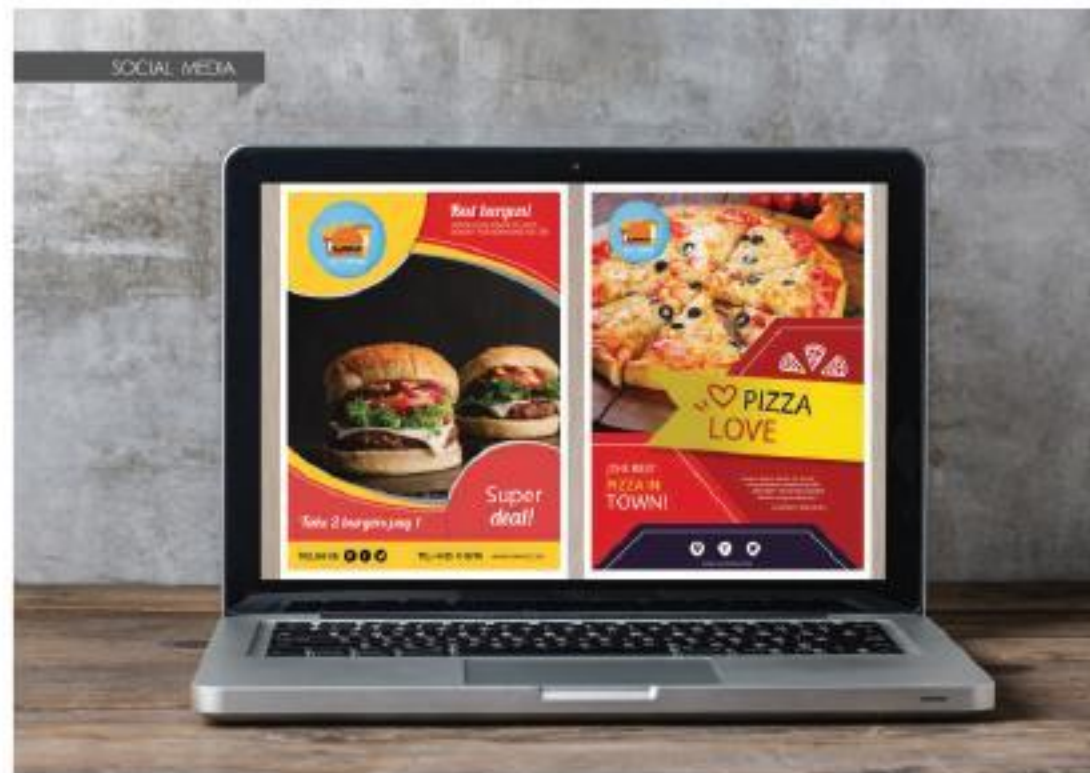
SAMPLE PROJECTS

BRANDING & SOCIAL MEDIA



SAMPLE PROJECTS

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THANK YOU

SHAHABAS KUNHAHAMED