



# SHIBLA SHERIN

WordPress & SEO Specialist

📞 0503186362

✉️ shiblaserin23@gmail.com

## CERTIFICATIONS

Web Development Course,  
Responsive Web Design

SEO & Digital Marketing –  
Pursuing

## EDUCATION

B.Tech (Information  
Technology) || University of  
Calicut 2010-2014

Higher Secondary Board  
Bio-Maths 2008-2010

## PROJECTS

- <https://powerlinecontracting.ae/>
- <https://varghesettansspices.com/>
- <https://sunfinix.in/>

## EXPERTISE

Wordpress, Elementor,  
Content Strategy, SEO, Yoast

Meta Ads Manager,

Google Search Console

Google Analytics

HTML5, CSS, Javascript(ES6+)

React.js, Next.js

Git and GitHub

Adobe Photoshop and Canva.

## PROFILE

Experienced in WordPress development and customization, with a strong focus on creating smooth, user-focused web experiences. Skilled in React, SEO, digital marketing, and Meta Ads, giving me a complete understanding of how websites are built, optimized, and converted.

## WORK EXPERIENCE

### Freelancer

(Aug-2024) - Present

Wordpress Developer

- Developed custom WordPress themes and responsive, user-friendly interfaces using HTML and CSS.
- Implemented SEO best practices and optimized titles, meta descriptions, alt texts, and heading structures.
- Configured and optimized SEO tools and plugins, including Yoast SEO, AIOSEO, Ahrefs, SEMrush, Google Search Console, and Google Analytics.
- Conducted keyword research, SEO audits, and performance analysis to improve search visibility and rankings.

### Tomoh Marketing Management

(Sep-2023) - (Jan-2024)

Front-End Developer

- Collaborated with cross-functional teams to develop user-friendly web application using React.js
- Leveraged various libraries, including Tailwind CSS and AntD to enhance the UI/UX of web application.
- Successfully integrated RESTful APIs with the front-end using Axios.
- Demonstrated proficiency in handling API requests, testing, and debugging using Postman.
- Maintained version control and collaborated with the development team using GitHub.

### Techmythra Technologies LLP

(Jun-2022) - (Dec-2022)

Web Developer

- Developed and maintained responsive web applications using React.js & javascript.
- Collaborated with designers to implement user-friendly interfaces and improve user experience.
- Assisted in debugging and troubleshooting application issues to enhance performance.
- Participated in code reviews and contributed to team knowledge sharing.

## LANGUAGE

- English
- Malayalam

## Project(Restaurant Management)

- Built web application using Next.js & AntD for managing tasks, incorporating features like user authentication and real-time updates.
- It includes updated food menu, online food ordering, contact information, user management, back-end processes like menu handling, pricing and customer management.

## PERSONAL INFORMATION

DOB : 05/04/1992

Visa Status : Resident Visa

Nationality : Indian

LinkedIn : <http://linkedin.com/in/shibla-sherin-9371b3195>

Address : Amthel 1 Building, Muhaisnah 4, Dubai, UAE

## DECLARATION

I hereby declare that the above information are true to the best of my knowledge and belief.

Shibla Sherin