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PERFORMANCE MARKETER
PORTFOLIO

Shaheer Sha

Journey of Shaheer sha

Hi, I'm Shaheer Sha 21-year-old. English Literature graduate with a passion for digital marketing. I'm a certified digital marketer From Haris and C/O with a keen eye for creative content and design. I'm excited to bring my skills and enthusiasm to innovative projects and collaborations. Let's connect and create something amazing!



Education

Diploma - Digital Marketing

Haris & Co Academy - 2024

Degree - BA English Literature

Calicut University - 2021-2024

Degree - BA Islamic Studies

Jamia Ainul Huda - Kappad - 2014-2024

Higher Secondary - Commerce

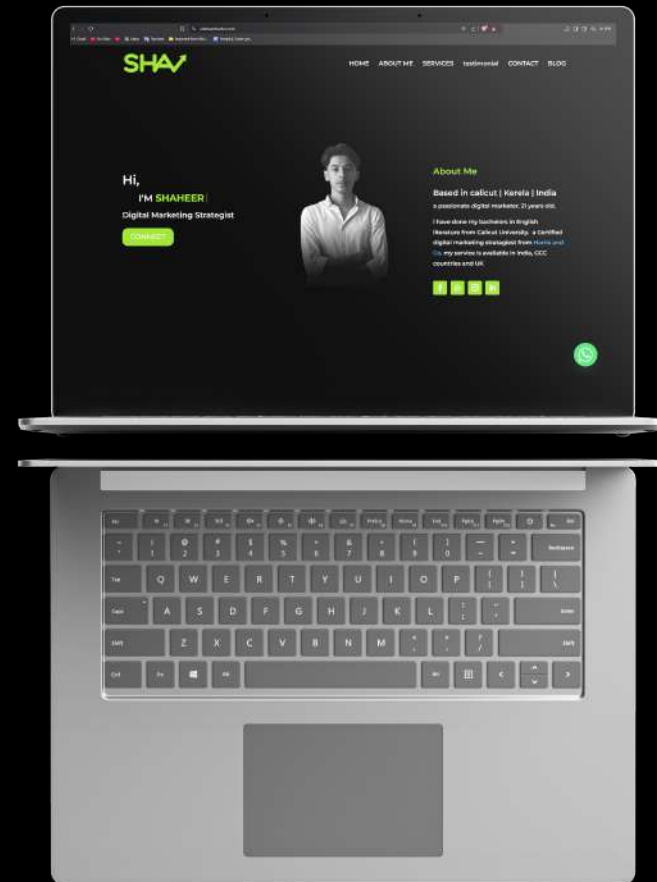
Thiruvangoor HSS - 2019-2021

Skills

Technichal Skill	Soft Skill	Business	Language
Web Development SEO Google Ad Meta Ad E-Commerce	Critical Thinking Problem Solving Decision Making Team Work	Project Management Leadership Strategy Building Team Work Conflict Negotiation	English Arabic Malayalam

Welcome to the World of Sha

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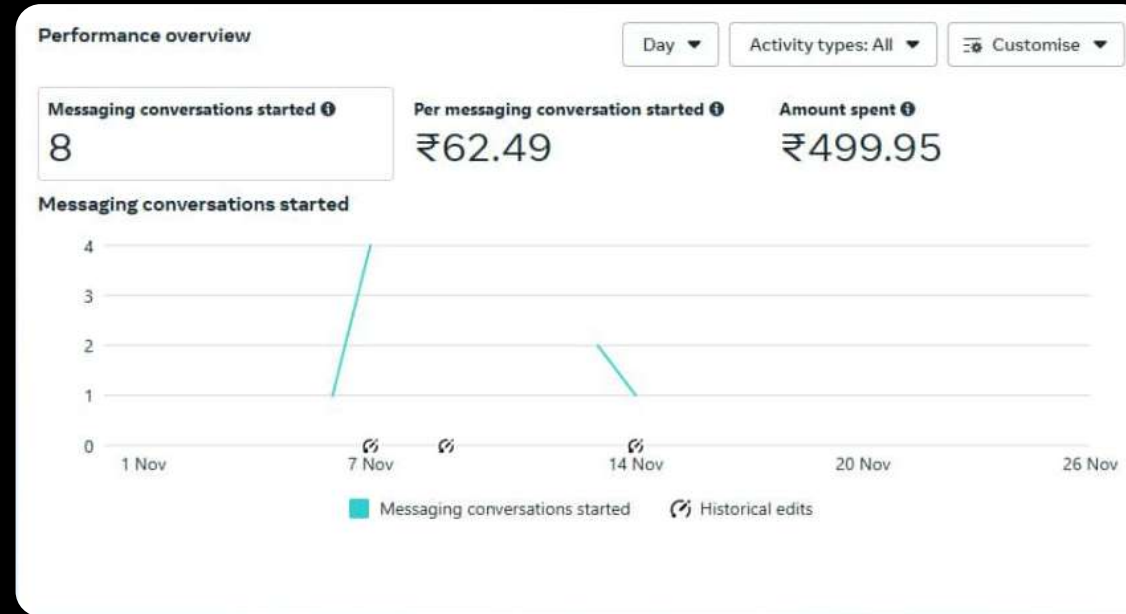
Social Media Content

Copywriting for Malabar Hospital's social media post, crafting a compelling narrative to highlight their commitment to healthcare excellence.

Scripting and video presentation for Learn Enjoy English Academy, creating an engaging visual story to showcase their innovative approach to language learning.



Meta Ads



In my latest Meta ad campaign, I successfully generated **8** leads on Facebook with a cost per lead of **₹62.49**, utilizing a total budget of **₹500**. This demonstrates my proficiency in delivering high-quality leads while maintaining cost-efficiency. The results reflect my ability to optimize ad performance, ensuring impactful lead generation within a controlled budget.

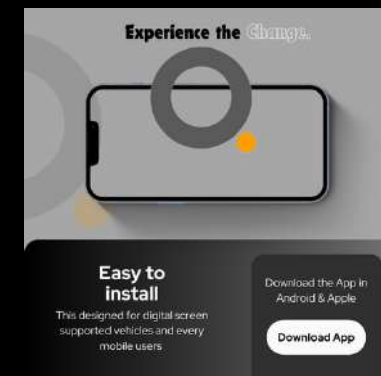
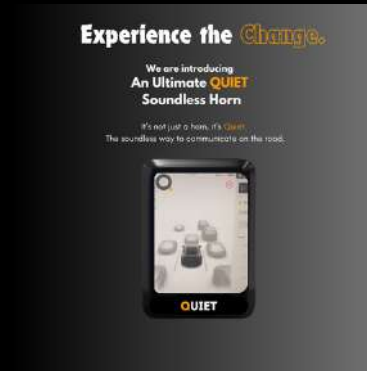
Google Ads



In my recent Google Ads campaign, I garnered **59** clicks from **1.3k** impressions, with a total ad spend of **426**. This highlights solid ad engagement and effective budget management, underscoring the campaign's success in reaching the intended audience.

Project Mad Ads

Our mentors organized a MAD Ad contest where we had to present a product and create an ad for it. Our group worked on the topic 'soundless horn' and turned the concept into a real world idea by introducing 'Quiet,' an app and product.



Let's collaborate and
bring your brand's story to life !



Shaheersha_____



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Shaheer sha



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