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# CHINNU SABU

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**LinkedIn:** <https://www.linkedin.com/in/chinnusabu-webdev/> | **Portfolio:** <https://chinnusabu.com/>

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## PROFESSIONAL SUMMARY

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Digital Marketer and Web Developer with **2+ years of experience**, including a Digital Marketing Internship at **Burj Buzz Creative Marketing, Dubai**. Skilled in **SEO, SEM, Google Ads, and Meta Ads campaign management**, along with developing **SEO-optimized websites using WordPress, Python, and Django**. Experienced in **Google Analytics, performance optimization, and data-driven strategies** to enhance **online visibility, user engagement, and conversion rates**. Proven ability to deliver **end-to-end digital solutions** by combining **technical development and digital marketing expertise** to drive **measurable business growth**.

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## CORE SKILLS

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- Search Engine Optimization (SEO)
- Performance Marketing & Paid Campaigns
- Google Ads & PPC Management
- Social Media Marketing (Meta Ads)
- Content Creation & Optimization
- WordPress Website Development
- Website Design & UI/UX
- Analytics & Reporting (GA4, Tag Manager)
- Campaign Optimization & ROI Tracking
- Lead Generation & Conversion Optimization
- Keyword Research & Competitor Analysis
- Data Visualization (Power BI)
- E-commerce & WooCommerce Management
- Python, Django & JavaScript

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## PROFESSIONAL EXPERIENCE

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**Digital Marketing Intern**, 02/2026 - Present

**Burj Buzz Creative Marketing** - Dubai, UAE

- Assisting in SEO, Google Ads, and social media campaign execution (Meta Ads).
- Conducting keyword research, competitor analysis, and optimizing content for search performance.
- Supporting campaign optimization and performance tracking using analytics tools.
- Preparing reports using Google Analytics and Search Console.
- Managing and optimizing Google Business Profile for improved local search visibility.

**Junior Developer**, 01/2025 - 08/2025

**Old Port Design LLP** - Bengaluru, Karnataka

- Developed and maintained scalable web applications using Django, Python, and RESTful APIs.
- Integrated third-party APIs and authentication systems for secure functionality.
- Optimized MySQL database design and improved query performance.
- Collaborated on front-end development using React.js, Bootstrap, and JavaScript.

**Python Developer Intern**, 10/2023 - 12/2024

**Luminar Technolab** - Kochi, Kerala

- Developed and deployed web applications using Django (backend) and React.js (frontend).
- Implemented features, fixed bugs, and maintained code quality in Python projects.
- Performed testing, debugging, and troubleshooting using PyCharm and VS Code.
- Managed version control using Git and contributed to GitHub repositories.

**Sales Coordinator**, 08/2022 - 10/2023

**Smart Cool Technical Services LLC** - Dubai, UAE

- Coordinated sales operations including order processing, inventory tracking, and timely delivery.
- Managed client relationships through effective communication and customer support.
- Monitored customer feedback and resolved issues to improve satisfaction and retention.

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## EDUCATION

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**Master of Science:** Telecommunications

**Public University**, Parma, Italy

**Bachelor of Technology:** Electronics and Communications Engineering

**Mahatma Gandhi University**, Kerala, India

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## CERTIFICATIONS & TRAINING

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- **KHDA Certified Digital Marketing Training** - Skillmount, Dubai (Oct 2025 - Present)
- **Power BI Certifications** - Simplilearn, LinkedIn Learning (Jan 2026)
- **SEO Certifications** - Semrush Off-Page SEO, Simplilearn SEO (Dec 2025)
- **Python Certifications** - NACTET Python Developer Expert (2024), HackerRank Python Programming & Problem Solving (July 2024)
- **SQL Certification** - Simplilearn (July 2024)

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## PROJECTS

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- **Personal Portfolio Website** - A WordPress portfolio optimized for SEO, GA4, and performance tracking, achieving a PageSpeed score of 90+ and increasing organic search impressions by 25% to showcase web development skills. Portfolio: <https://chinnusabu.com>
- **College Management System** - A Python and Django application to efficiently manage students, faculty, and courses with secure role-based access.
- **E-Commerce Platform** - A scalable Django e-commerce store with product management, payment integration, and secure user authentication.

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## ADDITIONAL SKILLS

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- **Soft Skills:** Problem-Solving, Team Collaboration, Communication, Customer Relationship Management (CRM)
- **Languages:** English, Italian, Hindi, Malayalam