
CHINNU SABU

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

PROFESSIONAL SUMMARY

Digital Marketer and Web Developer with 2+ years of experience in **SEO, SEM, Google Ads, Meta Ads, and website development**. Currently working as a **Digital Marketing Intern** at **Burj Buzz Creative Marketing, Dubai**. Skilled in developing **SEO-optimized websites** using **WordPress, Shopify, Python, and Django**, along with managing **SEO, Google Ads, and Meta Ads campaigns**. 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.

CORE SKILLS

- 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)
- Shopify & WooCommerce Management
- Python, Django & JavaScript

PROFESSIONAL EXPERIENCE

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.

EDUCATION

Master of Science: Telecommunications

Public University, Parma, Italy

Bachelor of Technology: Electronics and Communications Engineering

Mahatma Gandhi University, Kerala, India

CERTIFICATIONS & TRAINING

- **KHDA Certified Digital Marketing Professional** - Skillmount, Dubai (2026)
- **Google Analytics Certification** - Google Skillshop (2026)
- **Power BI Certifications** - Simplilearn, LinkedIn Learning (2026)
- **SEO Certifications** - Semrush Off-Page SEO, Simplilearn SEO (2025), HubSpot Academy (2026)
- **Python Certifications** - NACTET Python Developer Expert (2024), HackerRank Python Programming & Problem Solving (2024)
- **SQL Certification** - Simplilearn (2024)

PROJECTS

- **Personal Portfolio Website** - Designed and developed a responsive WordPress portfolio website optimized for SEO, GA4, and website performance. Achieved a Google PageSpeed score of 90+, increased organic search impressions by 25%, and secured the #1 Google ranking for branded portfolio keywords. 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.

ADDITIONAL SKILLS

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