SHAHALA K

SHAHALA.IN · 2026

PORTFOLIO



SEO
SOCIAL MEDIA
META ADS

LOCAL SEO
AI VIDEO
WEBSITES

DIGITAL MARKETER

WELCOME

DIGITAL MARKETER

Where **strategy meets creativity**. I help businesses get found on Google, look premium on social media and turn attention into real leads, through **SEO, social media marketing, Meta Ads** and websites built to sell.

Hi, I'm Shahala, a freelance digital marketer from Kerala, India.

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01 · WHO I AM

ABOUT ME

I'm a **freelance digital marketer based in Kerala, India**, with hands-on experience across search, social media and paid ads. I see marketing as one system: **visibility, trust and leads** working together.

I rank local businesses on Google, run Instagram accounts end to end, create posters and AI product videos, run Meta lead campaigns and build **e-commerce and custom-coded websites**.

01
Get found

02
Get noticed

03
Get leads

02 · WHAT I DO

MY SERVICES

One person across strategy, creative, ads and web, so your marketing feels joined up.

01

Search Engine Optimization

Keyword research, on-page and technical SEO for long-term organic growth.

02

Social Media Marketing

Instagram & Facebook management, content planning, Reels and offer campaigns.

03

Meta Ads & Lead Generation

Lead-form campaigns with audience targeting, creative testing and budget control.

04

Google Business Profile

Profile optimisation and local SEO for visibility on Google Search & Maps.

05

Content & Graphic Design

Promotional posters, festive creatives and scroll-stopping social posts.

06

AI Video Creation

AI product commercials and Reels that look premium without a studio shoot.

07

E-commerce Websites

Online stores with product catalogues, offers and a smooth path to cart.

08

Custom Coded Websites

Fast, responsive business websites built with React and Vite.

03 · EXPERTISE

SKILLS & TOOLS

I plan, run and optimise campaigns with data, using industry-standard tools for **research, tracking, ads and web**.

SEO & RESEARCH

- SEMrush
- Ahrefs
- Ubersuggest
- Google Keyword Planner
- Search Console
- Google Analytics

SOCIAL MEDIA & ADS

- Content Planning
- Reels
- Graphic Design
- AI Video
- Meta Ads Manager
- Google Business Profile

WEBSITE DESIGN & DEVELOPMENT

- Website Design
- E-commerce
- WordPress
- WooCommerce
- React
- Vite JS



SEO · Local SEO — SEARCH

SMM · Meta Ads — SOCIAL

01

PROJECT 01 · SMM & CREATIVE

MEORAH PERFUMES

Instagram management and creative production for a **Kerala luxury perfume brand**: a feed that looks as premium as the product.

- Instagram management
- Content planning
- Poster designing
- Product videos
- AI video creation
- Instagram Reels
- Offer campaigns
- Review promotion



POSTER · SILENT HEAT



POSTER · AFTER TOUCH

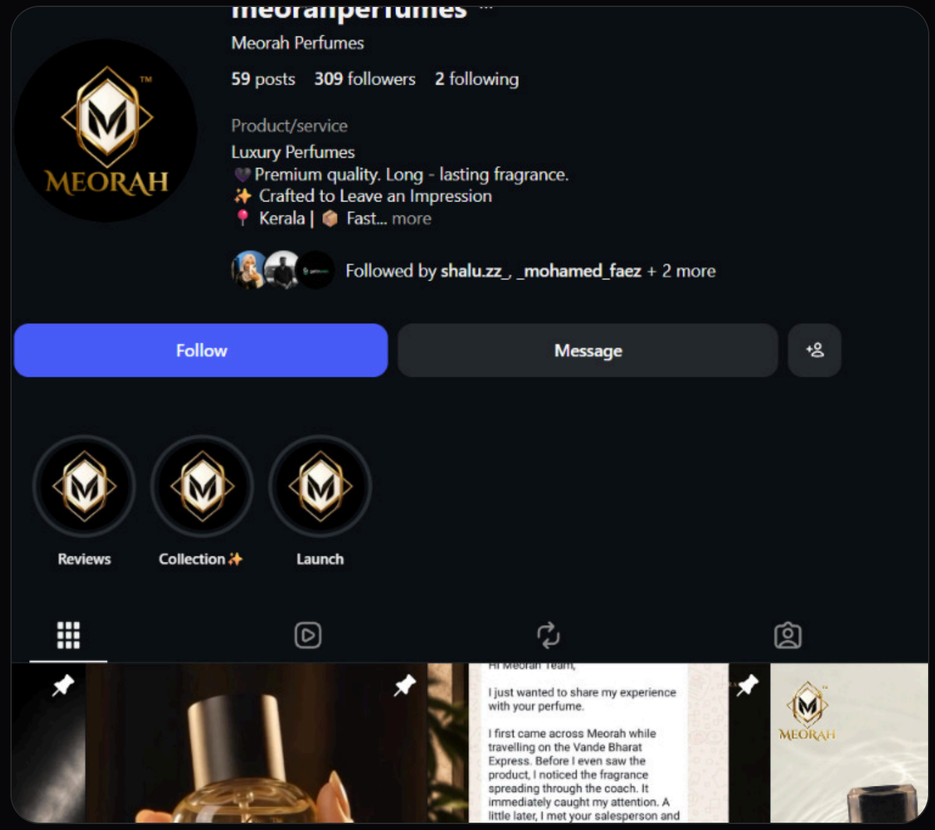
PROJECT 01 · MEORAH PERFUMES

INSTAGRAM MANAGEMENT

Product posts, offers, festive creatives (Onam, Milad-un-Nabi in Malayalam), Reels and customer reviews, all in one consistent premium style.



INSTAGRAM FEED · POSTERS, FESTIVE CREATIVES & REELS



PROFILE · HIGHLIGHTS & PINNED OFFERS

PROJECT 01 · MEORAH PERFUMES

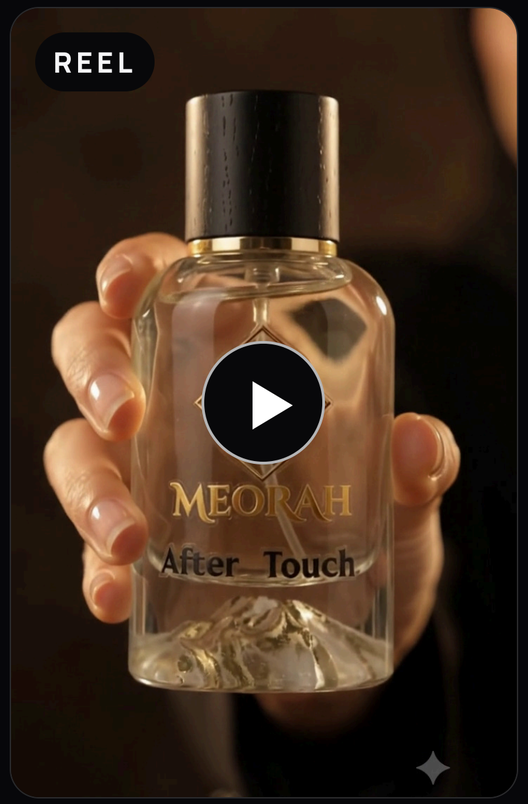
AI VIDEO & REELS

AI product commercials for Instagram Reels, putting each bottle in a cinematic scene without a studio shoot.



After Touch

AI PRODUCT COMMERCIAL



After Touch

PRODUCT AD VIDEO



Silent Heat

PRODUCT REVEAL REEL



Silent Heat

AI PRODUCT COMMERCIAL

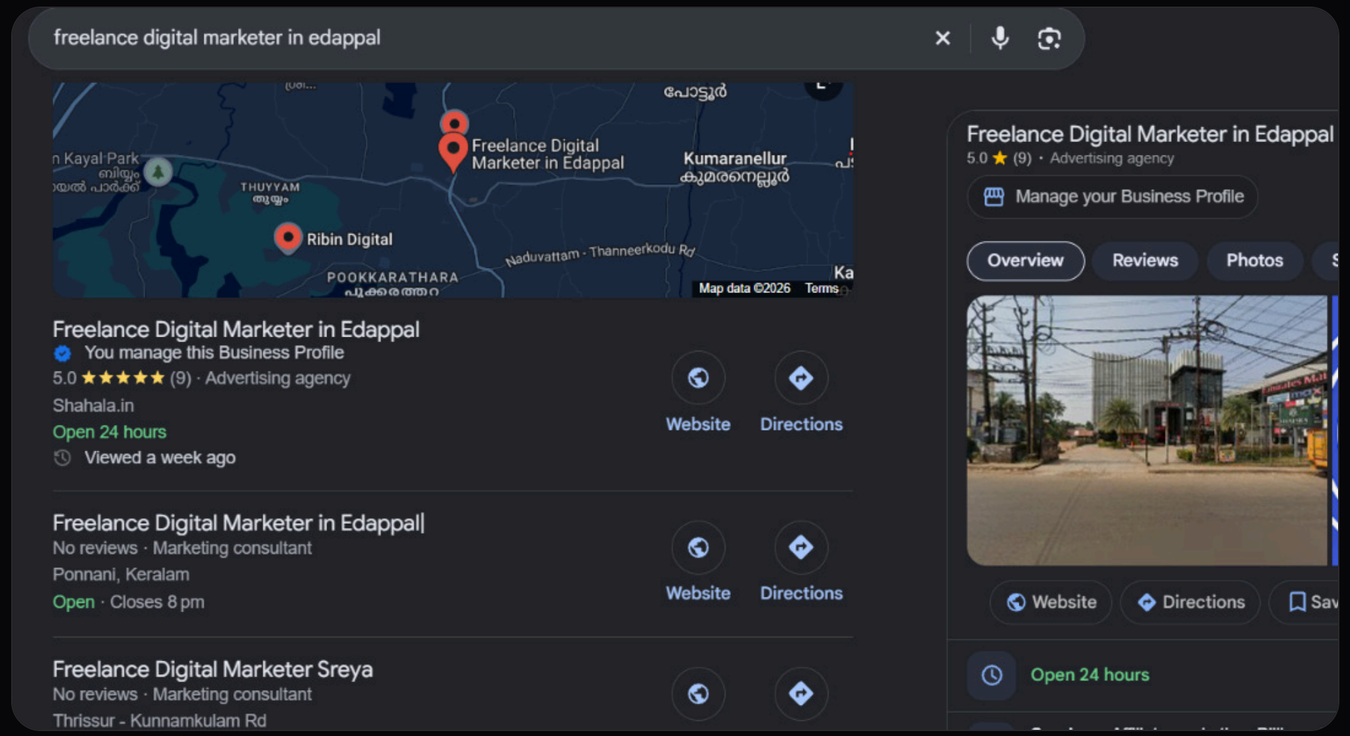
02

PROJECT 02 · LOCAL SEO

RANKING #1 IN EDAPPAL

My own Google Business Profile, **“Freelance Digital Marketer in Edappal”**, optimised to show first when local clients search for that phrase.

- Google Business Profile optimisation
- Local SEO & keyword optimisation
- Google Maps visibility
- Business profile management



GOOGLE SEARCH · “FREELANCE DIGITAL MARKETER IN EDAPPAL”

Search position	Google rating	Google reviews
#1	5.0 ★	9

03

PROJECT 03 · LEAD GENERATION

CHM ADMISSION CAMPAIGN

OBJECTIVE

Generate college admission enquiries through Meta instant lead forms in a **3-day campaign (July 2026)**.

STRATEGY

Four creatives tested across 3 ad sets (2 image ads, 2 video ads), with ₹250–₹500 daily budgets.

Total leads	Reach	Impressions
12	30,684	41,234

Total ad spend	Avg. cost per lead	Clicks · CPC
₹1,187.64	₹98.97	374 · ₹3.18

BEST-PERFORMING AD · CHM ARABIC PHOTO ADS

Leads	Cost per lead	Reach	Impressions
10	₹51.51	16,972	23,163

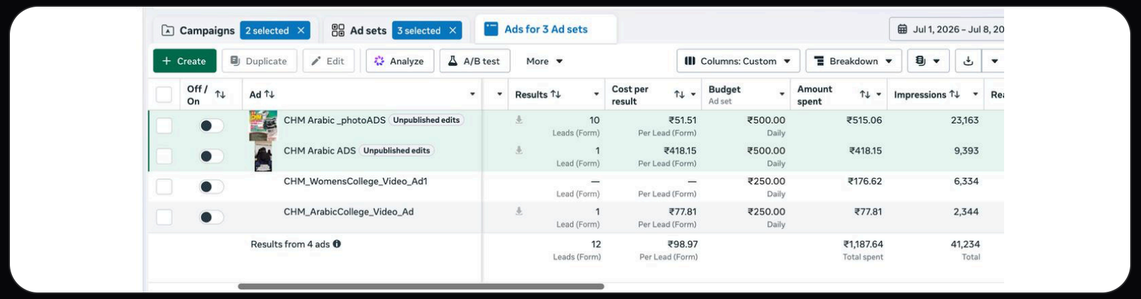
The Arabic photo ad delivered **10 of 12 leads (83%)** on about **43% of the spend**, at a cost per lead **48% below the campaign average**.

PROJECT 03 · CHM ADMISSION CAMPAIGN

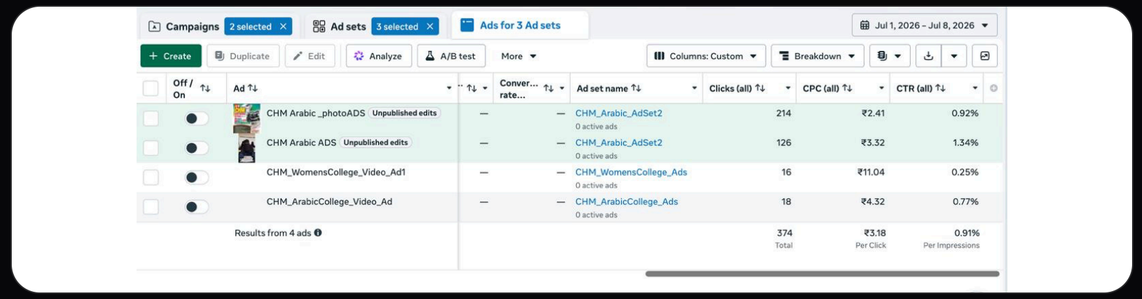
AD-BY-AD RESULTS

Next step: scale the best-performing Arabic photo ad and optimise the weaker video creatives.

AD	LEADS	COST / LEAD	SPEND	IMPRESSIONS	REACH	CLICKS	CPC	CTR
CHM Arabic Photo Ads BEST	**10**	**₹51.51**	**₹515.06**	**23,163**	**16,972**	**214**	**₹2.41**	**0.92%**
CHM Arabic Ads	1	₹418.15	₹418.15	9,393	7,921	126	₹3.32	1.34%
CHM Women's College Video Ad	—	—	₹176.62	6,334	6,006	16	₹11.04	0.25%
CHM Arabic College Video Ad	1	₹77.81	₹77.81	2,344	2,258	18	₹4.32	0.77%
Total · 4 ads	**12**	**₹98.97**	**₹1,187.64**	**41,234**	**30,684**	**374**	**₹3.18**	**0.91%**



ADS MANAGER · RESULTS, COST PER LEAD & SPEND



ADS MANAGER · CLICKS, CPC & CTR

04

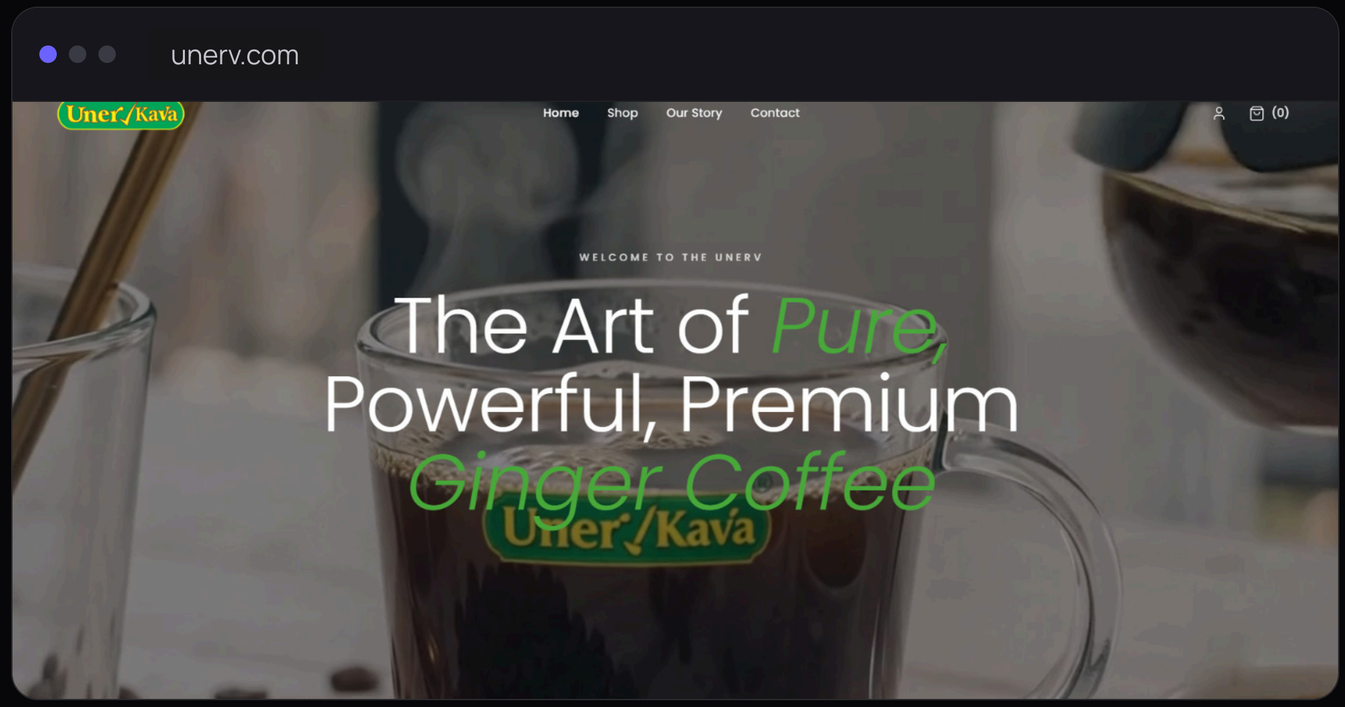
PROJECT 04 · E-COMMERCE

UNERV
UNER KAVA

An online store for a **Kerala dry-ginger coffee brand**, with a bold hero, clear pack sizes, offer badges and a simple path to the cart.

- E-commerce website development
- Product catalogue by pack size
- Discount badges & offers
- Account, cart & responsive layout

www.unerv.com ↗





NAVIGATION

Shop · Story · Contact

CATALOGUE

3 pack types

OFFERS

10–16% off badges

05

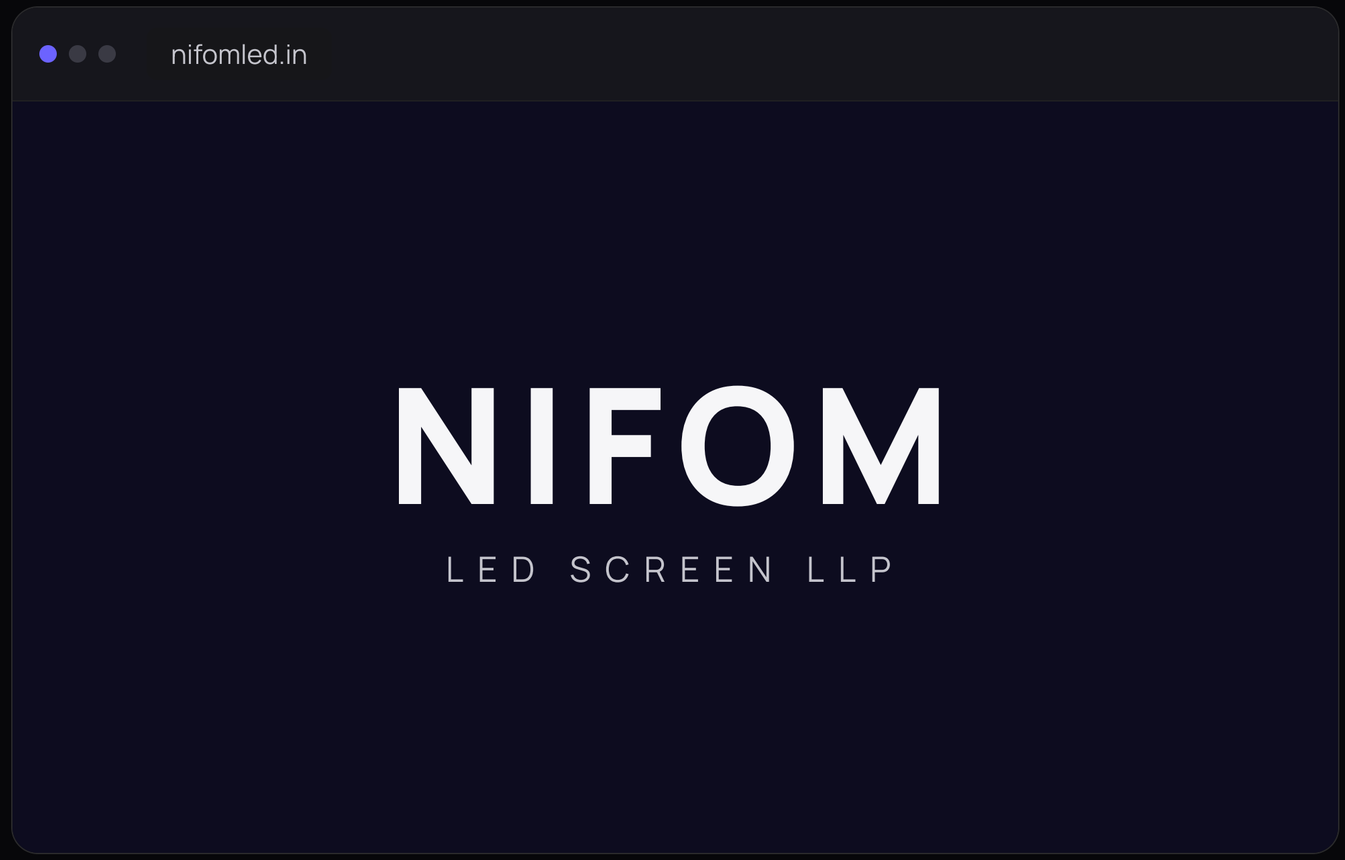
PROJECT 05 · CUSTOM WEBSITE

NIFOM LED SCREEN LLP

A custom-coded company website for an **LED display solutions provider** with more than 14 years of experience, headquartered in Kerala and operating in Dubai and across the UAE.

- Custom website development
- Built with React + Vite
- Responsive design

www.nifomled.in ↗



Type	Stack	Market
Custom code	**React · Vite**	**Kerala · UAE**

08 · LET'S WORK TOGETHER

GET IN TOUCH

Looking for someone to grow your visibility, manage your social media, run lead campaigns or build your website? Let's talk about your business goals.

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Kerala, India · Edappal · Pattambi · Palakkad

