

# about

## Offering World-Class Digital Marketing Workshop **Measure . Analyze . Convert**

Coach & Trainer

Expertise:

1. Online Marketing Strategy
2. Google Analytics (Web & Mobile Analytics)
3. Search Engine Optimization (SEO)
4. Competitive Research
5. Social Media Marketing (FB & Google Ads)
6. Email Marketing

Shakirah Abdul Karim, the Pioneer Certified Web Analytics and SEO Specialist in Malaysia, and the Founder/CEO of Minda Trafik, specializing in search engine optimization, online reputation management, analytics and social media strategy.

Drawing on over 5 years of consulting experience with top companies such as Astro and Maxis, she has reached outstanding results in ranking websites into the TOP 5 of the major search engines, Google above all, for highly competitive keywords. Certified as Web Analytics Master Consultant and Online Marketing Certified Professional from United States, her expertise has proven to help business owners and women entrepreneurs fully leverage the Internet to substantially grow their businesses. To date, Shakirah has consulted, evaluated and optimized more than 50 websites which results in increasing their traffic (number of visitors) between 80% to 200%.

Posses a Master Degree in IT Security and Bachelor in Computer Science from Universiti Teknologi Malaysia, Shakirah is passionate about enabling business owners and SME(s) on **most effective yet simplified internet marketing strategies**; to stand out from the competition, attract targeted prospects, and convert them into valuable customers. Her approach is towards measuring and tracking each online investment you made, in order to increase the business ROI (Return-On-Investment). Her portfolio include of top brands such as Astro, Maxis Mylaunchpad, Astro Mania, Murai, Pustaka Darul Iman and many more.

As an Advanced and Certified user of Google Analytics, she managed to provide clients with hands-on consultation, training and workshop on effective ways of using Google Analytics to analyze and understand their market demand and behavior. After all, doing business is not just about you or your brand; it's about understanding your customers' need.

Shakirah would always strive to **Empowering Entrepreneurs to Create and Market A Business They Love** by utilizing the power of digital platform – the **Internet**.

## The Trainer

Founder & CEO

**mindatrafik**  
.com



Shakirah Abdul Karim  
Certified Online Marketing  
Specialist/Consultant  
1<sup>st</sup> In Malaysia – Web Analytics & SEO  
Authorized Consultant  
B. Sc. (Hons.) Science Computer  
M. Sc. Science Computer (Information  
Security)

[Shakirah@mindatrafik.com](mailto:Shakirah@mindatrafik.com)

Skype ID: shaky1104

Google +: Shakirah Karim

LinkedIn: [my.linkedin.com/in/shakirah512](https://www.linkedin.com/in/shakirah512)

