



OBJECTIVE:

Highly driven and results-oriented Digital marketing and brand marketing with 5+ years career experience in e-business optimization organizations. Adept in original content development, search friendly architecture solutions and keyword research. Possesses excellent problem-solving and analytical thinking skills. To Thrive on professional credentials and seek a challenging job in a reputed organization and to Integrate my SEM/SEO, Internet Marketing, industry especially in the field of SEM/SEO (Internet Marketing/Search Engine Optimization) to create niche in the organization through my knowledge, skills and my positive attitude.

PERSONAL INFORMATION:

Father Name : **Malik Umer Hayat**
Date of Birth : 28-Nov-1993
Nationality : Pakistani
Religion : Islam
Marital Status : Married
CPR No : 931147417
Passport No : BL2228352

ACADEMIC QUALIFICATION:

CERTIFICATE / DEGREE	SUBJECT	BOARD / UNIVERSITY	PASSING YEAR
Matriculate on	Science	Karachi Board	2010
Intermediate	Pre-Eng.	Karachi Board	2012
(BS) Software Engineering		Muhammad Ali Jinnah University	2017

SKILLS:

- Office Automation On (Ms Word, Ms-Excel, Ms Power Point)
- Adobe Photoshop
- Digital Marketing
- Search Engine Marketing
- Social Media Marketing
- Paid Marketing
- Search Engine Optimization
- PPC Campaigns
- Search Engine Marketing
- Google Analytics
- Wordpress (website Development)



- Blogging
- Email Marketing
- Brand Marketing
- Product Marketing

Experience

Marketing Supervisor
Continental Group Holding

01/10/2020 – Continue
Kingdom of Bahrain

- Reviewing and analyzing client sites for areas that can be improved and optimized
- Brand marketing and product marketing in local market
- increase target sales on different brands and products in the local and international market.
- Group website maintenance and bugs fixing (wordpress)
- fulfill organization needs comparing quotations and purchasing goods for company local and international.
- Preparing detailed strategy reports
- Identifying powerful keywords to drive the most valuable traffic
- Running PPC campaigns
- Filling websites and other content with effective keywords
- Writing effective SEO content for blogs, websites, and social media accounts
- Keeping updated on both white hat and black hat SEO strategies to avoid stay within search engine guidelines
- Compiling and presenting SEO guidelines
- Planning and execution of on- and off-page SEO tactics in collaboration with eCommerce team directors.
- Research and strategic planning for organic search campaigns, working in conjunction with Director, Marketing to align SEO with paid campaigns.
- Provide key input, tracking and day to day management of content calendar for websites and Social properties, including hands-on management of social and ensuring fresh content.
- Keeping current on search engine signals and providing necessary tracking and reporting.
- Overseeing campaigns across a number of search platforms (e.g. Google AdWords, Bing)
- Managing campaign budgets & adjusting bids to optimize the ROI
- Reporting KPIs to management on a regular basis through various dashboards
- Staying current with PPC & SEM trend and techniques

Digital Marketing Manager (FREELANCE)
30/11/2020

02/07/2020 –

Render Advertisement

Karachi, Pakistan

- Remote work from Karachi Pakistan.
- Plan, develop and implement our SEO strategy
- Work towards organic search optimization and ROI maximization
- Regularly perform thorough keywords research
- Monitor redirects, click rate, bounce rate
- Prepare and present reports regularly
- Identify problems and deficiency and implement solutions in a timely manner
- Suggest improvements in process and productivity optimization
- Collaborate with web developers and marketing team
- Stay up to date with the latest SEO and digital marketing latest trends and best practices
- Conduct keyword research to guide content teams
- Review technical SEO issues and recommend fixes
- Optimize website content, landing pages, and paid search copy
- Direct off-page optimization projects (e.g. link-building)

- Collect data and report on traffic, rankings, and other SEO aspects
- Lead website developer and designer for website development as per SEO requirements.

Digital Marketing Manager

Pace Global Service Pvt Ltd

02/07/2020 – 30/11/2020

Karachi, Pakistan

- Reviewing and analysing client sites for areas that can be improved and optimized
- Preparing detailed strategy reports
- Identifying powerful keywords to drive the most valuable traffic
- Running PPC campaigns
- Writing powerful calls-to-action to convert visitors
- Filling websites and other content with effective keywords
- Writing effective SEO content for blogs, websites and social media accounts
- Developing link building strategies
- Analysing keywords and SEO techniques used by competitors
- Keeping updated on both white hat and black hat SEO strategies to avoid stay within search engine guidelines
- Compiling and presenting SEO guidelines
- Planning and execution of on- and off page SEO tactics in collaboration with ecommerce team directors.
- Research and strategic planning for organic search campaigns, working in conjunction with Director, Marketing to align SEO with paid campaigns.
- Overseeing campaigns across a number of search platforms (e.g. Google AdWords, Bing)
- Managing campaign budgets & adjusting bids to optimise the ROI
- Reporting KPIs to management on a regular basis through various dashboards
- Staying current with PPC & SEM trend and techniques

Digital Marketing Manager (Part Time) Freelance

MiniBig Technology

04/05/2020 – Current

Karachi, Pakistan

- Develop and implement SEO and PPC strategies.
- Create and manage link building strategies, content marketing strategies, and social media presences
- Innovate and present new marketing platforms and strategies
- Forecast marketing campaign growth and ROI for marketing campaigns
- Manage email and social media marketing campaigns
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Use Google Analytics, Google AdWords, and other relevant sites

Senior SEO Executive

ZRJ Technologies

14/02/2020 – Current

Karachi, Pakistan

- Reviewing and analysing client sites for areas that can be improved and optimized
- Preparing detailed strategy reports
- Identifying powerful keywords to drive the most valuable traffic
- Running PPC campaigns
- Writing powerful calls-to-action to convert visitors
- Filling websites and other content with effective keywords
- Writing effective SEO content for blogs, websites and social media accounts
- Developing link building strategies

- Analysing keywords and SEO techniques used by competitors
 - Keeping updated on both white hat and black hat SEO strategies to avoid stay within search engine guidelines
 - Compiling and presenting SEO guidelines
 - Planning and execution of on- and off page SEO tactics in collaboration with ecommerce team directors.
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- Research and strategic planning for organic search campaigns, working in conjunction with Director, Marketing to align SEO with paid campaigns.
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- Provide key input, tracking and day to day management of content calendar for websites and Social properties, including hands-on management of social and ensuring fresh content.
 - Keeping current on search engine signals and providing necessary tracking and reporting.

SEO Manager

21/07/2019 – 11/02/2020

ABS INTERNATIONAL

Karachi, Pakistan

- Plan, develop and implement our SEO strategy
 - Work towards organic search optimization and ROI maximization
 - Regularly perform thorough keywords research
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- Monitor redirects, click rate, bounce rate
 - Prepare and present reports regularly
 - Identify problems and deficiency and implement solutions in a timely manner
 - Suggest improvements in process and productivity optimization
 - Collaborate with web developers and marketing team
 - Stay up to date with the latest SEO and digital marketing latest trends and best practices
 - Manage team of SEO Specialists
 - Conduct keyword research to guide content teams
 - Review technical SEO issues and recommend fixes
 - Optimize website content, landing pages and paid search copy
 - Direct off-page optimization projects (e.g. link-building)
 - Collect data and report on traffic, rankings and other SEO aspects
 - Work with social media and PPC teams to optimize campaigns

SEO Team Leader

01/02/2017 - 20/07/2019

Cenit, Inc

Karachi, Pakistan

- Understand SEO Business Requirements
- Audit Websites for SEO Issues
- Conduct Keyword Research
- Consult on Site-Level SEO Strategies
- Conduct Page-Level Optimization
- Identify and Resolve Technical SEO Issues
- Develop and Execute Off-Page SEO Strategy
- Monitor, Analyze and Report on SEO Performance
- Communicate
- Maintain Excellence in Niche Page seo areas.
- Demonstrate Technical Excellence and Thought Leadership
- Support SEO Sales Activities
- Develop New SEO Products/Services
- Lead and Manage the SEO Team

SEO Executive

01/09/2016 - 31/01/2017

Symits Technology

Karachi, Pakistan

- Carry out keyword research to support new client pitches and existing client SEM campaigns
- Conduct on-site and off-site SEO competitor analysis

- Help to execute on-site and off-site SEO strategies (including link building) for a range of clients in a host of industries
 - Complete weekly and monthly performance reports using programs such as Google Analytics
 - Conduct on-site and off-site SEO audits for client sites on a monthly basis
 - Help to contribute to the company blog and other external communications
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- Guide the content team to produce SEO-friendly content
 - Keep up to date with the latest SEM technology, SEO updates and industry changes

SEO Executive
Eleads Group

01/06/2016 - 30/09/2016
Karachi, Pakistan

- Conducting on-site and off-site analysis of your clients' SEO competitors.
- Using programs such as Google Analytics to compile regular performance reports.
- Assisting the content team in the creation of high quality, informative SEO content.
- The creation of on-site and off-site SEO strategies for clients in various industries.
- Occasionally contributing to the company blog.
- Carrying out detailed keyword research according to the latest keyword strategies.
- Keeping up to date with the most recent developments in Search Engine Marketing (SEM).

Call Centre Representative
IF Logics

01/09/2015 - 30/09/2016
Karachi, Pakistan

- Managing large amounts of inbound and outbound calls in a timely manner
- Following call center "scripts" when handling different topics
- Identifying customers' needs, clarify information, research every issue and providing solutions

Core Certifications

The Fundamentals of Digital Marketing

Credential ID

Google

82X PYV 52H

Content Marketing Certified

Credential URL

HubSpot

[Click Here](#)

YouTube Channel Growth

Credential ID

Google

34904608

Google Ads Display Certification

Credential ID

Google

59402611

Google Ads Search Certification

Credential ID

Google

59402611

Google Shopping Ads Certification

Credential ID

Google

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