

My Portfolio as a Digital Marketer

Abdul Rafay



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About me

Experienced SEO professional with 5+ years in digital marketing, specializing in Technical, On-Page, and Off-Page SEO. Expertise in SMM, SEM, and ASO for local and international projects. Deep understanding of search engine dynamics and industry trends. Proven track record of delivering exceptional results through tailored strategies. Proficient in Technical SEO, on-page optimization, SMM campaigns, SEM campaigns, and ASO. Strong reputation for exceeding expectations and refining strategies through data analysis. Dedicated to driving success in digital marketing.

SKILLS

Technical SEO

On-Page SEO

Off-Page SEO

SEO Audits

SEO Strategy

ASO

Google Ads

Facebook Ads

Content Marketing

Experience

Throughout my career, I've had the privilege of contributing to the success of 5 to 6 companies, playing a pivotal role in their growth trajectories. With a deep-rooted passion for being a professional SEO Specialist, I find immense joy in orchestrating design work and infusing innovative approaches into each project I undertake. At present, I proudly serve as the SEO Manager at Nacerima Creatives, a prominent digital agency. In this role, I lead a team of adept SEO experts who share my enthusiasm for driving digital excellence.

TOOLS

Ahrefs

SEMrush

Google Search Console

Google Analytics 4

Screaming Frog

Google Tag Manager

Google Adwords

Facebook Ads Manager

Hotjar

My Case Studies & Portfolio

Welcome to my SEO, SEM, and SMM Case Study Portfolio. a realm where data fuels success. Explore the dynamic fusion of strategy and insights as we dissect Search Console, Google Analytics, and SEMrush graphs. Join me in unraveling a story of digital growth and mastery.



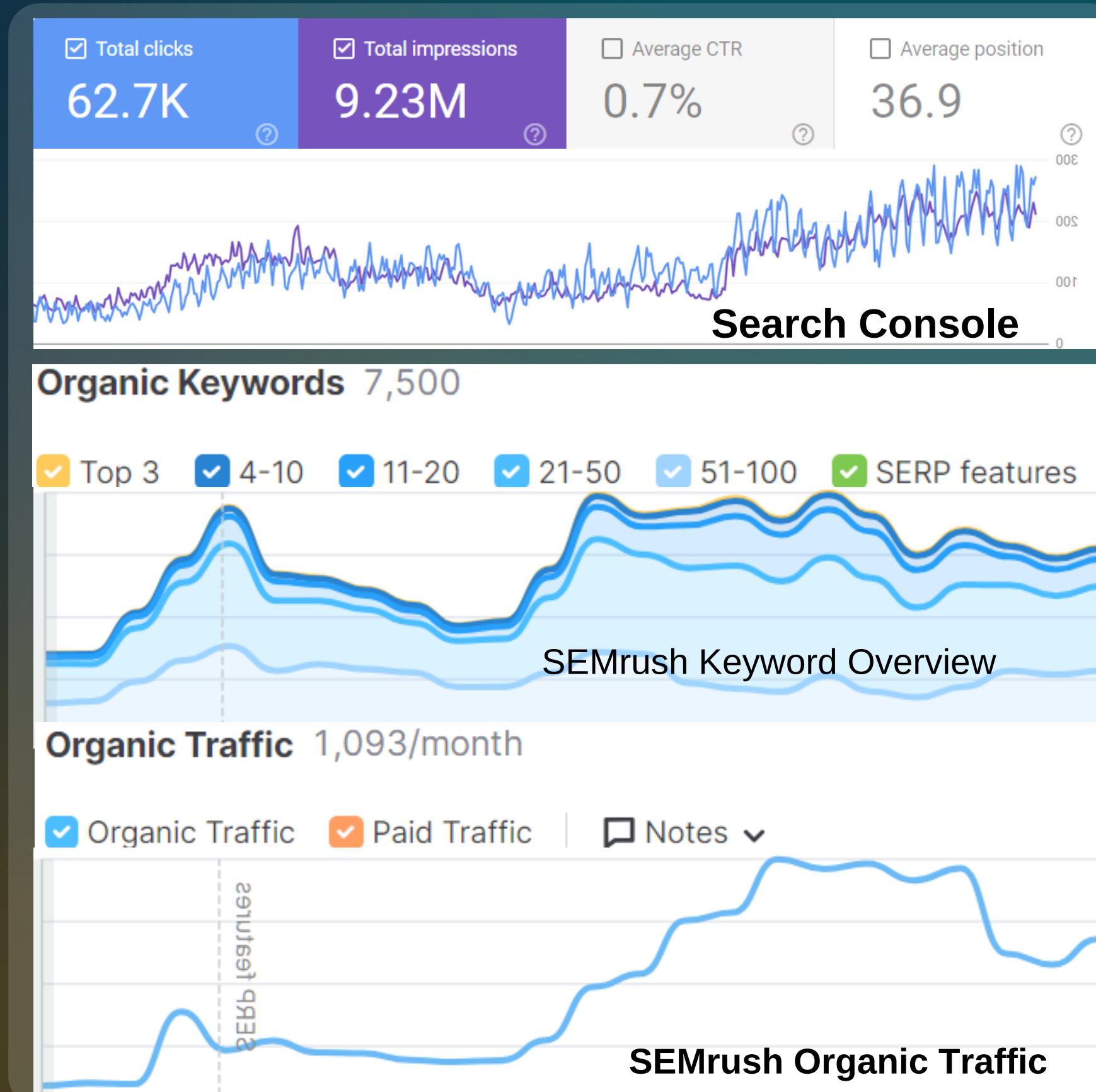
Case Study 1

SEO Campaign

April. 2022 - Ongoing

I have been employed with Got Apparel, a wholesale clothing e-commerce store based in Miami, FL, for over a year. During my tenure, I have successfully addressed and resolved a multitude of technical and on-page SEO issues that were impeding the website's performance. As a result of these efforts, the website has achieved remarkable progress. It is currently ranked for over 20,000 keywords, with at least 1,000 of them securing positions on the first page of Google search results.

Portfolio





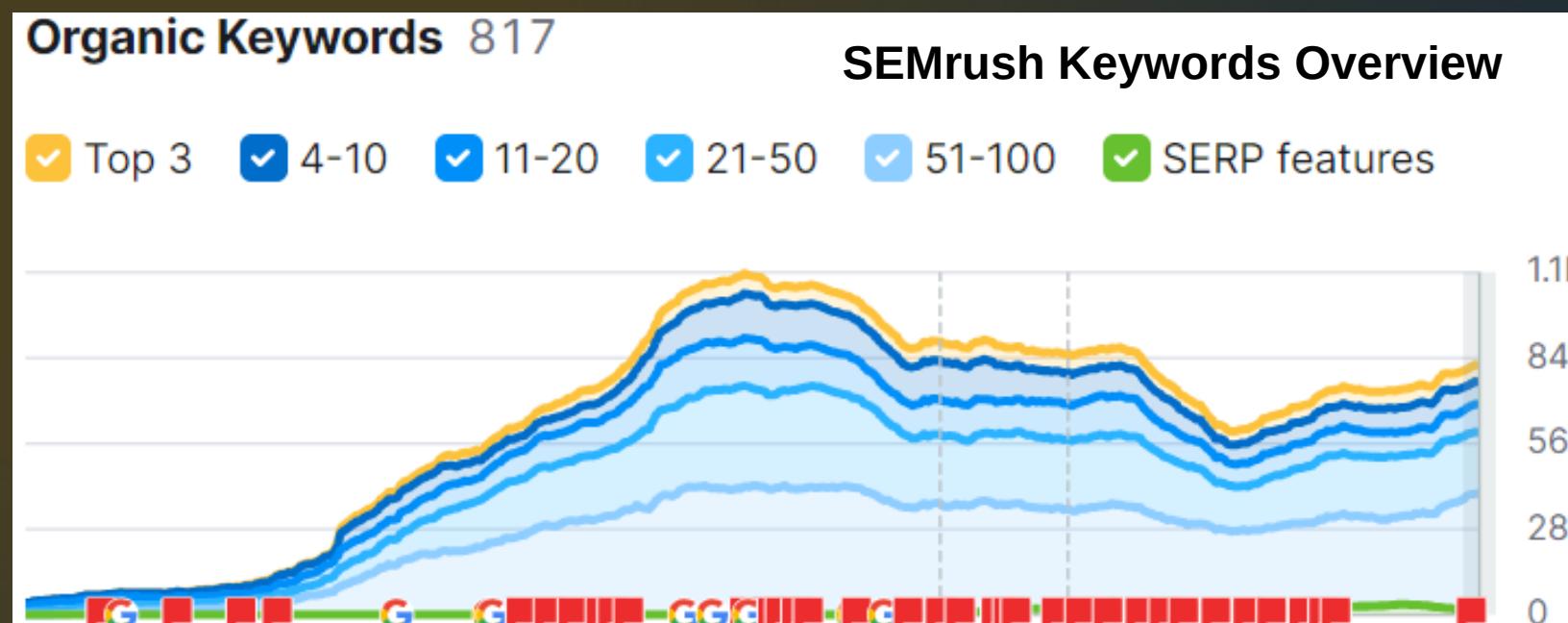
Case Study 2

SEO Campaign

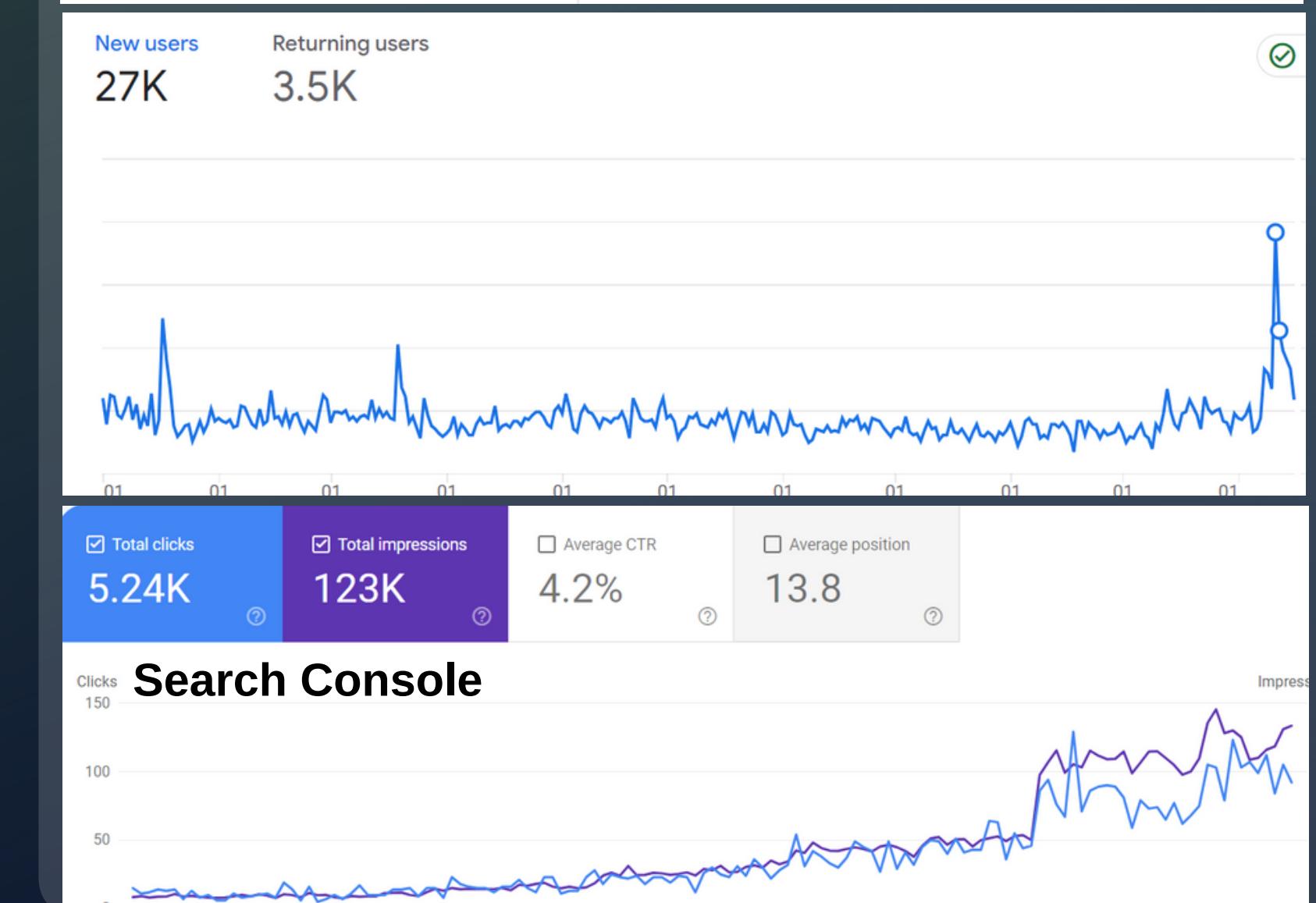
Jan. 2022 - Ongoing

I undertook the project of enhancing Vape UNO's US website, a brand specializing in disposable vapes. Their objective was to drive organic traffic to their nearest store locations through the website's store locator page. By addressing various technical and on-page SEO concerns and implementing a tailored SEO strategy, I successfully resolved these issues.

The outcome is impressive: Vape UNO now ranks for over 800+ keywords in search engine results, with more than 70+ of them securing positions on Google's first page and the organic traffic boosted 345%.



Organic Search	Analytics	17,448	14,059	63.35%
Direct		4,982	3,057	41.34%
Referral		4,079	3,563	61.58%
Organic Shopping		404	0	0%
Email		213	66	26.94%
Organic Social		201	81	35.22%



Case Study 3

SEO & PPC Campaigns

Aug. 2021 - Ongoing

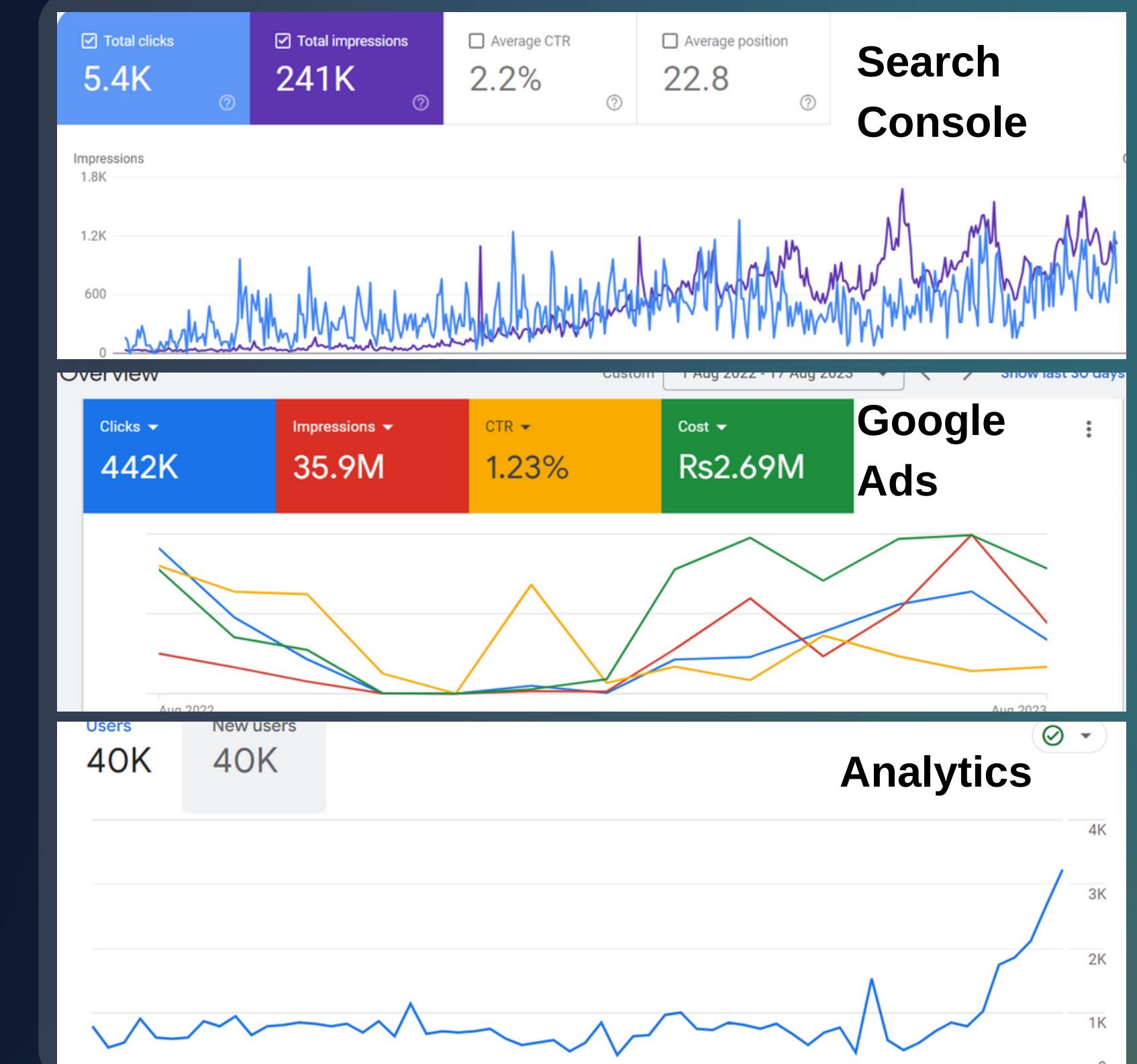
I have been collaborating with Chakor Ventures, an emerging real estate developer specializing in property development in Islamabad, Pakistan, for over a year. My role has focused on enhancing their digital presence and achieving specific goals.

Through a strategic approach encompassing SEO and Google Display, Search, and Video ads, I have effectively boosted leads, website clicks, and brand awareness. Notably, Now, Chakor Ventures ranks for 150+ keywords, 30+ on Google's first page.

In addition to rectifying various technical and on-page SEO issues, I orchestrated successful search campaigns for lead generation and leveraged display and video ads to enhance brand visibility. This approach yielded remarkable results, including thousands of leads generated and millions of impressions and clicks garnered through Google ads.



Portfolio





Case Study 4

Facebook and Yelp Ads

Feb. 2023 - May. 2023

I joined Polypile as they embarked on their foundation repair service journey in Dallas, TX. Beginning as a startup, they sought increased leads, website clicks, Facebook engagement, and brand recognition. Through strategic Facebook and Yelp Ads, I successfully generated leads, managed Facebook Lead form campaigns, and boosted post engagement.

Performance overview

Facebook Ads Insights

Campaign	Status	Key Metrics
New Engagement Conversion Campaign	Off	Messaging conversations started: 45 On-Facebook leads: 30 On-Facebook leads: 16
Leads campaign - March 16	Off	(No data shown)
Pool_Deck-Leads	Off	(No data shown)

Facebook Ads Insights

Campaign	Results	Reach	Impressions
New Engagement Conversion Campaign	Messaging conversations started: 45 [2] Link Clicks: 200 Messaging conversations: 31 [2]	26,256	58,614
Leads campaign - March 16	Messaging conversations: 18 [2] On-Facebook leads: 30	22,856	51,971
Pool_Deck-Leads	Messaging conversations: 16 On-Facebook leads: 16	11,087	20,766

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Case Study 5

SEO Campaign

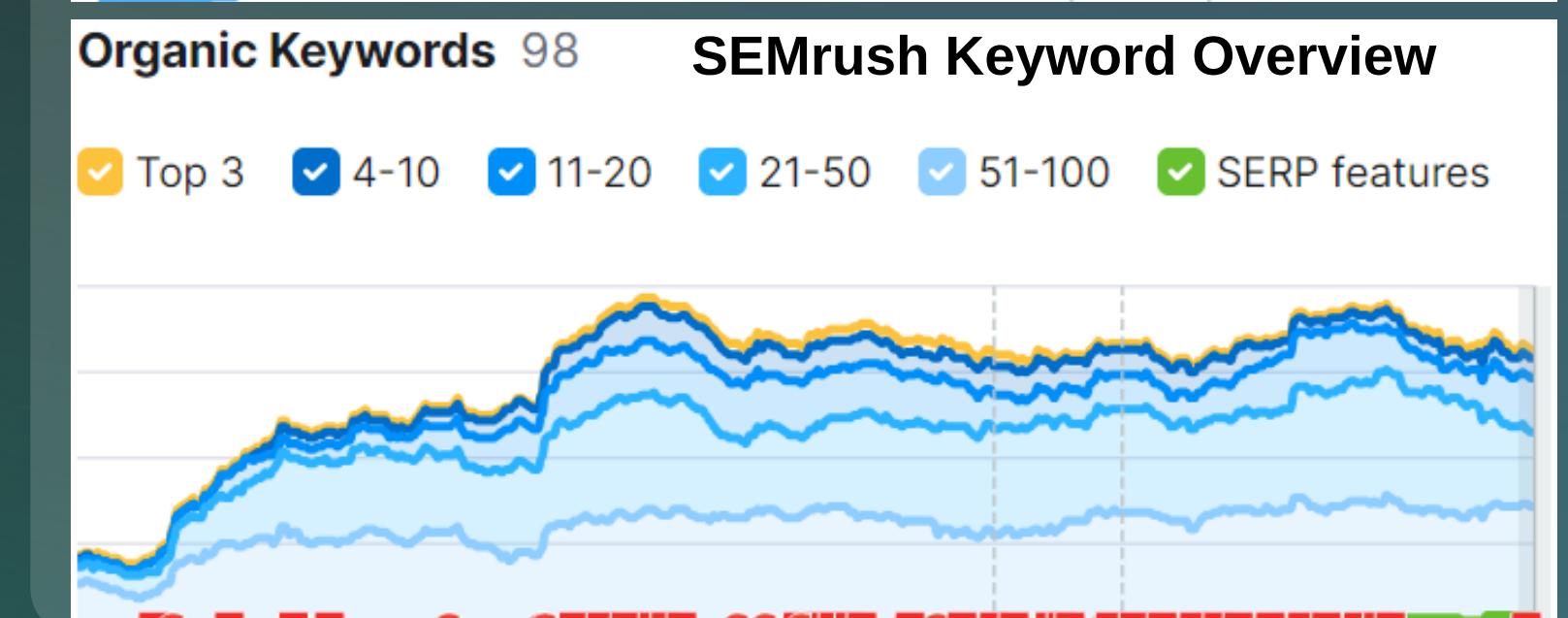
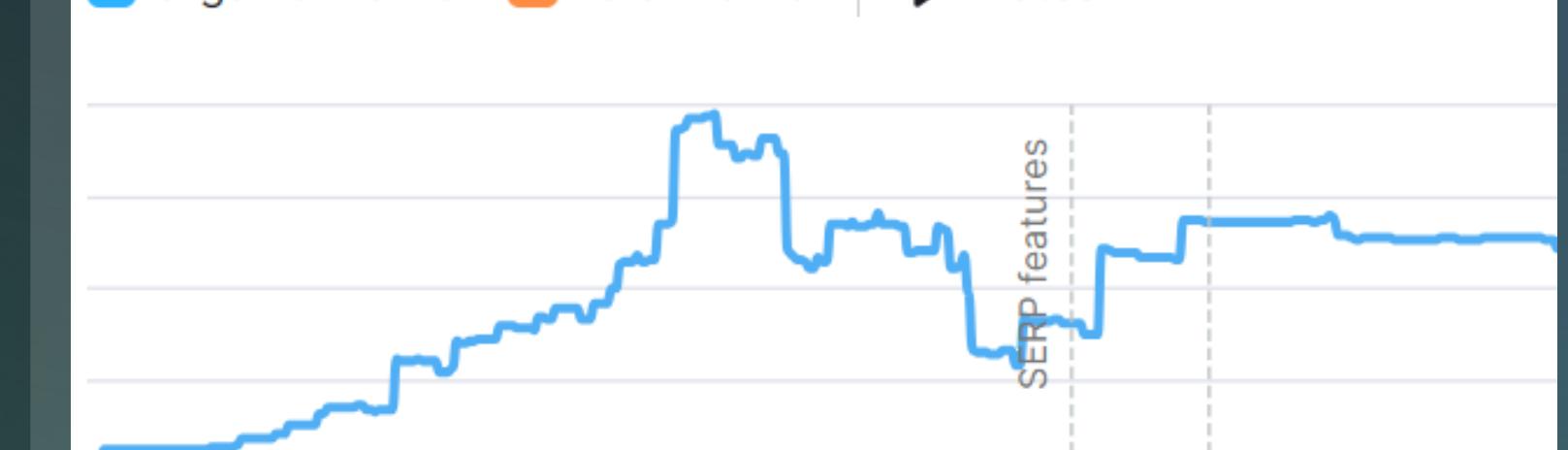
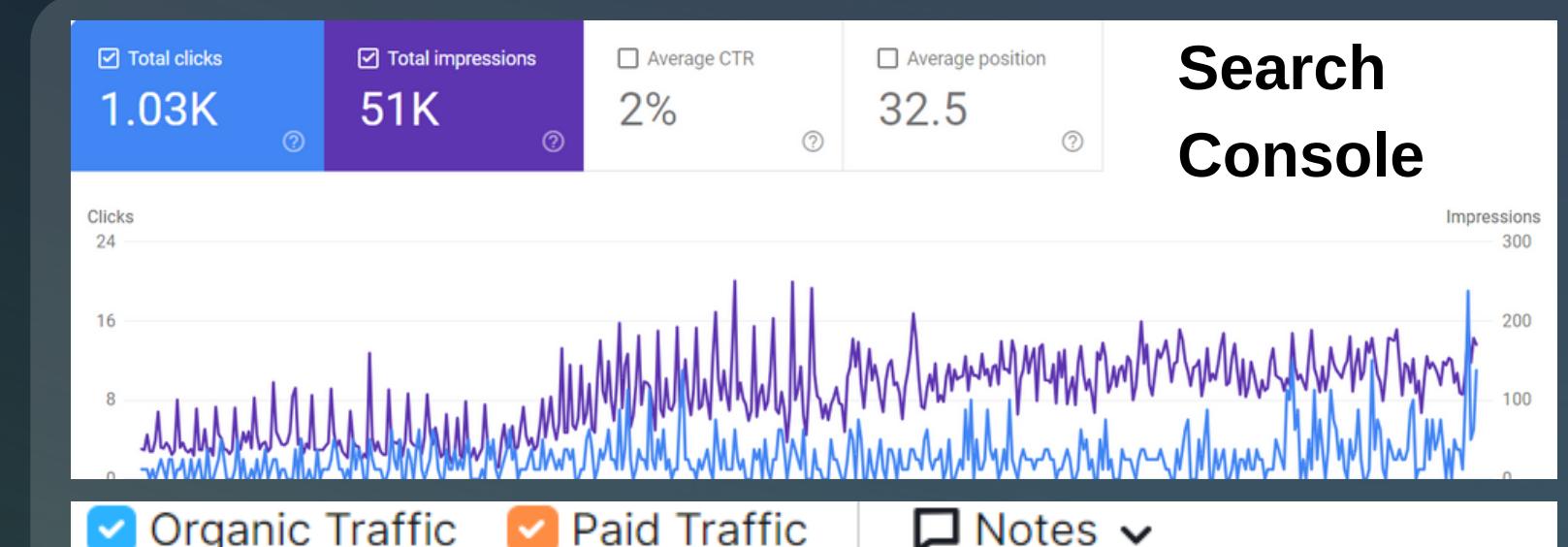
Aug. 2021 - Ongoing

Casper Dental, a family dentist located in Richland Tri-Cities, initially embarked on a startup journey. Their primary objective was to increase appointments, phone calls, website visits, and the number of visitors getting directions through their website and Google My Business (GMB) profile. I oversaw the entire process of GMB optimization, technical SEO, on-page SEO, off-page SEO campaigns, and content marketing.

As a result of these efforts, Casper Dental has achieved significant milestones. They have attained first-page rankings for over 15+ relevant keywords, which has led to a remarkable surge in their profitability. Presently, they feel a sense of security and stability, knowing that I played a pivotal role in establishing their business on a solid foundation.



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Thank you

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