

# Curriculum Vitae (CV)

## Ali NawaZ (Nawaz Mohamed)

*Digital Marketing Specialist*

### Professional Profile

Experienced Digital Marketing Specialist with 6 years of expertise in YouTube Video SEO, advertising management, keyword research, on-page and off-page SEO, music & Spotify promotion, website SEO, Facebook ads, and social media management. Skilled in using data-driven strategies to increase visibility, drive traffic, and boost user engagement.

### Key Achievements

- Achieved 77.2K impressions, 23.6K views, and 30.50% view rate for Veonz64 YouTube channel.
- Promoted Harold Thomas's song "Chemistry" on Spotify, gaining over 454,000 streams.
- Recognized as a Level 2 Seller on Fiverr platform.

### Services Offered

- SEO (On-page & Off-page): Enhancing website visibility and increasing organic traffic.
- YouTube Management: Channel growth, video SEO, ads, and content strategies.
- Google Ads: Managing targeted advertising campaigns.
- Web 2.0 Traffic: Increasing website traffic through SEO, content, social media, and ads.

### Successful Projects

1. YouTube Channel Optimization: Delivered significant impressions and views through targeted advertising for Veonz64.
2. Spotify Brand Promotion: Boosted streams of Harold Thomas's song "Chemistry" significantly.
3. SEO Strategy: Implemented YouTube SEO strategies to enhance video visibility and engagement.

### Client Testimonials

- Veonz64: "Nawaz increased my video views and subscriber count. I am extremely satisfied with his

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services."

- Tahsin Hannan: "Working with Nawaz was an amazing experience. His attention to detail and timely delivery impressed me."