

# JASIM IFTIKHAR

## DIGITAL MARKETING SPECIALIST

Rawalpindi, Pakistan | +923480017536 | mohammadjasimmughal@gmail.com

### SUMMARY

Dynamic digital marketing specialist with extensive experience in organic SEO and social media management. Proven track record in enhancing online visibility for SaaS products and Ecommerce website through strategic content optimization. Skilled in leveraging analytics to drive engagement and improve search rankings across multiple platforms.

### WORK EXPERIENCE

- Iconsign.ae - SEO Specialist

Oct 2024- Current

  - Expertise in organic SEO strategies to boost visibility for luxury beauty brands and attract high-intent female shoppers in the UAE market.
  - Proficient in optimizing Google Business Profiles to dominate local searches, drive salon/store traffic, and showcase visuals
  - Created SEO-optimized product listings for cosmetics products
- Oseodent - Digital Marketing Specialist

Aug 2023 - Oct 2024

  - Expertise in organic SEO strategies to enhance website visibility and attract potential Dentists in USA.
  - Proficient in optimizing Google My Business profiles to improve local search rankings and engagement.
  - Skilled in creating and managing product listings that effectively showcase dental services
- Uforia Infotech Solution - Digital Marketing Executive

June 2022 - Aug 2023

  - Work on SAAS products SEO for Shopify Store Apps named Syncerize , Gangr
  - Developed and implemented SEO strategies for SaaS products and Shopify apps to enhance online visibility.
  - Conducted keyword research to optimize content and improve search engine rankings.
- Easy Shopping PK - Social Media Executive

May 2021 - June 2022

  - Created engaging content for YouTube and social media, boosting audience engagement and subscriber growth by 30%.
  - Launched strategic social media campaigns that increased brand visibility and drove traffic, resulting in significant follower growth.
  - Reviewed performance metrics to refine content strategies on YouTube and social media, enhancing reach and audience retention.

### SKILLS

KeywordResearch	WebsiteAudit	HighQualityContent
PPC/Meta Ads	BacklinkBuilding	SocialMediaManagement
TechnicalSEO	GA- 4 / GSC	Wordpress / Shopify
Canva Expert	Semrush ,Ahrefs, Moz	E-commerce/SAAS

### EDUCATION

Bachelor in Software Engineering - University Of Lahore	2017 - 2021
F.Sc (Pre - Enginerring)- Peace College, Manshera	2014 - 2016
Matric - Abasen Public School, Manshera	2012 - 2014