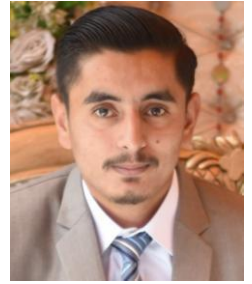


ANWAR SALEEM

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Summary:

- Results-driven digital marketing professional with expertise in SEO, performance marketing, and social media marketing. Proficient in utilizing Google Analytics and Facebook, Google, LinkedIn Ad Manager to drive targeted campaigns and optimize conversions.
- Skilled in content marketing strategies to create engaging and impactful content. Experienced in WordPress development for managing and enhancing websites, ensuring a seamless user experience.
- Proficient in utilizing Google Tag Manager to implement tracking codes and streamline data collection. Demonstrated ability to analyze data, generate insights, and make data-driven decisions to improve campaign performance and ROI.
- Seeking a role as a Digital Marketing Executive, leveraging my diverse skill set to develop and execute effective marketing strategies, drive brand awareness, and achieve measurable business objectives.

Expertise & Certifications:

- Digital Marketing
- Search Engine Optimization (SEO)
- Social Media Marketing
- WordPress Development
- Content Marketing
- Google Analytics
- Google Tag Manager
- Facebook, Google, LinkedIn Ad Manager

Work Experience:



Digital Marketing Executive

Sep 2023 – Present

- Conduct comprehensive keyword research to pinpoint relevant and high-traffic keywords, ensuring optimal website visibility on leading search engines.
- Optimize website content, meta tags, and HTML elements, consistently enhancing search engine performance and securing prominent placement in search results.
- Proactively monitor website traffic, fine-tuning SEO campaigns to guarantee a prime position on the first search results page, maximizing exposure and audience reach.
- Drive content strategy development, creating high-quality, keyword-rich content that captivates and resonates with the target audience.
- Devise and execute inbound traffic strategies, elevating online presence in key markets through the cultivation of high-quality backlinks via outreach, partnerships, and content promotion.
- Identify and resolve technical issues affecting site performance, ensuring optimal site speed, mobile-friendliness, and crawlability.
- Collaborate closely with Content, Design, and Front-end Development teams, aligning efforts to achieve marketing objectives and elevate overall brand visibility.
- Spearhead local SEO strategies for businesses targeting specific geographic regions, tailoring approaches for maximum impact.



CareCloud MTBC

Digital Marketing Executive

April 2022 – Sep 2023

- Develop and manage digital marketing campaigns across various channels including web, SEO/SEM, email, social media, and display advertising.
- Design, build, and maintain the company's social media presence and raise brand awareness through online brand and product campaigns.
- Manage the redesign of the company website, improving usability, design, content, and conversion rates.
- Evaluate customer research, market conditions, and competitor data to devise strategies for driving online traffic.
- Track website conversion rates and make improvements to enhance performance.
- Collaborate with internal departments to optimize customer service strategy and contribute to strategic plans.
- Ensure compliance with information security and privacy policies, protecting assets from unauthorized access or interference.



Digital Marketing Executive

E-Tech Marketing

JAN 2021 – MARCH 2022

- Created and maintained WordPress websites for international clients, implementing SEO strategies, diverse link building, and regular blog updates.
- Managed social media accounts, executing effective social media and email marketing campaigns.
- Reviewed campaign performance and implemented reporting templates for daily monitoring, ensuring optimization and tracking.
- Executed display and search strategies based on client briefs, providing monthly reporting on online marketing channels and measuring ROI, traffic, and conversions.
- Coordinated design projects for large clients, collaborating with UK office, and offering expertise in SEO, site optimization, and page redesigns.



Frontend Developer

E-Commerce Nation

OCT 2020 – JAN 2021

- HTML
- HTML5
- CSS

EDUCATION:

- **Bachelor of Sciences In Software Engineering.** (University Of Lahore. SEP 2017 to SEP 2021)
- **ICS** (Muhammadan College 2015 to 2017)

Other Information:

- **Nationality :** Pakistan
- **Languages :** English, Urdu.

