



# Syed Omer Razzaq

## DIGITAL MARKETER



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Asif Nagar, Hyderabad

## About Me

A positive and motivated individual committed to excellence and successful outcomes. A dedicated and focused marketer who excels at prioritizing, completing multiple tasks simultaneously, and following through to achieve project goals with or without team.

## Skill

- Search Engine Optimization
- Social Media Management
- Social Media Marketing
- Content Marketing
- Instructional skills
- Management
- Collaboration

## Career

### Team leader

2016-17

- Work as a team leader in NPR national population ratio

### Digital Marketing Executive

**SF web solutions Pvt. Ltd. Aug 2020-till date**

2020-21

- Responsible for Off-page factors like:
  - a) Create backlinks
  - b) Social media management
  - c) Create content for sharing

### Team leader

2017-18 (1 year)

- (IRER project) and incharge of manpower all over Hyderabad

### Sr. Digital Marketing Executive

2021- Till date

- Creating Images for Social Media
- Site Auditing
- Keyword Research and Analysis
- Performed On-Page and Off-Page Optimization.
- Competitor Analysis

## Responsibilities

- Improving Search Engine Result Pages (SERPs) for the website.
- Implement SEO Strategy.
- Identifying target keywords, reviewing meta-data and implement them.
- Work towards developing link building strategy for the website and their implementation.
- Work closely with content team in writing activities.

## Good knowledge in

- How to build online business strategy
- Improve how website ranks on search engines
- Using analytics tools to understand online performance

## Education

MBA - Finance and Marketing  
Deccan School of management, 2014,  
Hyderabad, India.

## STRENGTHS

- Honesty
- self-motivated
- Positive attitude
- Team player

*S. RAZ*

Syed Omer Razzaq

