

Contact

Abbottabad
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www.linkedin.com/in/saad-shoukat
(LinkedIn)
saadshoukat.com (Personal)
www.facebook.com/SaadShoukatDigitalMarketer
(Other)
www.instagram.com/saadshoukatdigitalmarketer/
(Other)

Top Skills

Paid Media Strategy
Paid Social Media
Performance Marketing

Languages

Urdu (Native or Bilingual)
English (Professional Working)

Certifications

Increase SEO Traffic with
WordPress
Virtual Assistance (VA)
Think Outside the Inbox: Email
Marketing
E-Commerce/Electronic Commerce
Management
Search Engine Optimization

Saad Shoukat (Digital Marketing Specialist)

Digital Marketing Specialist | WordPress Elementor Website Design Professional | SEO Expert | Paid Ads (Meta Ads (Facebook Ads and Instagram Ads) and Google Ads) Strategist. Feel Free To Contact!

Abbottabad Tehsil, Khyber Pakhtunkhwa, Pakistan

Summary

Digital Marketing Specialist | SEO Expert | WordPress Elementor Website Design Professional | Paid Ads (Meta Ads (Facebook Ads and Instagram Ads) and Google Ads) Strategist

Performance-driven Digital Marketer with 3+ years of cross-channel expertise in WordPress Elementor Website Design, Search Engine Optimization (SEO), Meta Ads (Facebook Ads and Instagram Ads), and Google Ads. I have a Proven track record in scaling organic traffic, optimizing conversion funnels, and executing ROI-focused ad campaigns for global brands.

1. WordPress Elementor Website Design

Custom Development: Theme customization (Elementor), WooCommerce integration, etc.

UX/UI Design: Mobile-first responsive layouts, Figma prototyping, conversion-centric CTAs.

Performance Optimization: CDN setup (Cloudflare), image compression (WebP), and Lazy Loading.

Security & Maintenance: SSL implementation, malware scans, automated backups.

2. Search Engine Optimization (SEO) – Technical & Strategic

On-Page SEO: Meta tags, header optimization, keyword mapping, and content siloing.

Technical SEO: Site speed optimization (Core Web Vitals), schema markup, XML sitemaps, crawlability fixes.

Off-Page SEO: Link-building (guest posts, skyscraper technique), local SEO (GBP optimization), E-E-A-T alignment.

Tools: Ahrefs, SEMrush, Screaming Frog, Google Search Console.

3. Performance Marketing (PPC & Paid Social)

Google Ads: Search/Display campaigns, Smart Bidding, RLSA, Performance Max.

Meta Ads (Facebook Ads and Instagram Ads): Dynamic product ads (DPA), lookalike audiences, lead gen forms.

Retargeting: Cross-platform pixel tracking, CRO strategies (A/B testing landing pages).

Contact Now!!!

I stay updated on trends and tech to excel in this fast-paced industry. Confident in my skills, I'm ready to understand your needs. Available for pre-project meetings to align perspectives.

Experience

Upwork

1 year 10 months

Wordpress Developer

August 2023 - Present (1 year 9 months)

I am responsible for creating and designing of different types of business WordPress websites for the clients on upwork.

Search Engine Optimization Analyst

July 2023 - Present (1 year 10 months)

As an SEO specialist, I am responsible for applying the best SEO strategies on the website of the clients for better search ranking and getting traffic.

Being Digital

2 years 4 months

Wordpress Developer

January 2023 - Present (2 years 4 months)

Abbottabad District, Khyber Pakhtunkhwa, Pakistan

Responsible for developing high-quality responsive websites for today's businesses and doing SEO for websites and Local SEO for Google Business Profiles.

Search Engine Optimization Analyst

February 2023 - Present (2 years 3 months)

Abbottabad District, Khyber Pakhtunkhwa, Pakistan

Responsible for website speed optimization, on-page SEO, off-page SEO, technical SEO, and Local SEO for businesses on Google Maps.

Digital Fueling

Digital Marketer

January 2023 - June 2023 (6 months)

Abbottabad Tehsil, Khyber Pakhtunkhwa, Pakistan

Search engine optimization and Local SEO Analyst

Education

Government Post Graduate College No.1 Abbottabad

Intermediate , Computer Science · (2020 - 2022)

Coursera

Diploma of Education, Google Digital Marketing And E-commerce

Specialization · (January 2023 - August 2023)

Tech Village Abbottabad

Diploma of Education, Information Technology · (August 2021 - October 2022)