

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!

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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.

EXPERIENCE

Wordpress Developer

Upwork

08/2023 - Present Location

Company Description

- Creating and designing different types of business WordPress websites for clients on Upwork

Wordpress Developer

Being Digital

01/2023 - Present Abbottabad District, Pakistan

Company Description

- Developing high-quality responsive websites for today's businesses
- Doing SEO for websites
- Conducting Local SEO for Google Business Profiles

Search Engine Optimization Analyst

Being Digital

02/2023 - Present Abbottabad, Pakistan

Company Description

- Responsible for website speed optimization
- On-page SEO
- Off-page SEO
- Technical SEO
- Local SEO for businesses on Google Maps

Search Engine Optimization Analyst

Upwork

07/2023 - Present Location

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.

- Highlight your accomplishments, using numbers if possible.

Digital Marketer

Digital Fueling

01/2023 - 06/2023 Abbottabad, Pakistan

Search engine optimization and Local SEO Analyst

- Highlight your accomplishments, using numbers if possible.

EDUCATION

Intermediate , Computer Science

Government Post Graduate College No.1 Abbottabad

01/2020 - 12/2022

Diploma of Education, Google Digital Marketing And E-commerce Specialization

Coursera

01/2023 - 08/2023

KEY ACHIEVEMENTS



Web Traffic Boost

Increased average monthly web traffic by 45% with targeted SEO strategies.



Site Speed Improvement

Improved mobile site speed from 55 to 95+, enhancing user experience by 70%.



Conversion Rate Increase

Raised conversion rates by 30% through optimized ad campaigns on Google and Meta.



Social Media Engagement

Achieved over 50% higher engagement on social media ads within three months.

LANGUAGES

English

Advanced



Urdu

Native



CERTIFICATION

E-Commerce/Electronic Commerce Management

DigiSkills.pk

Search Engine Optimization

DigiSkills.pk

WordPress Website Designing And Development

DigiSkills.pk

Virtual Assistance (VA)

DigiSkills.pk

Website Designing and Website Engineering

National Vocational and Technical Training Commission NAVTTC

Google Digital Marketing and Ecommerce Specilization

Google

Foundations of Digital Marketing and E-commerce

Google

Make the Sale: Build, Launch, and Manage E-commerce Stores

Google

Increase SEO Traffic with WordPress

Coursera

Assess for Success: Marketing Analytics and Measurement

Google

TRAINING / COURSES

WordPress Website Design And Development

EDUCATION

Diploma of Education, Information Technology

Tech Village Abbottabad

08/2021 - 10/2022

PROJECTS

Sage Wellness Website Optimization

04/2023 - 04/2023 Location

The Sage Wellness SEO Case Study outlines our comprehensive approach to optimizing a Las Vegas-based holistic wellness service provider's online presence. Our strategy focused on enhancing the user experience and targeting a local audience. We initiated the process with meticulous keyword research to identify Las Vegas-specific search terms, ensuring our content resonated with the local community. On-page optimization involved seamlessly integrating these keywords, optimizing meta titles and descriptions, and using header tags for effective content structuring.

In close collaboration with the client, we developed content that not only showcased wellness services but also addressed the unique holistic health and well-being needs and preferences of Las Vegas residents. This localized approach significantly strengthened the connection with website visitors. To improve local visibility, we established and optimized the Google Business profile for "Sage Wellness," connecting the business with local customers actively seeking holistic wellness services in Las Vegas.

Our efforts yielded impressive results, with a noticeable increase in impressions and clicks on the Google Business profile. Furthermore, the profile began receiving authentic and organic reviews from satisfied clients, bolstering the business's credibility and enhancing its local search rankings. Our end-to-end strategy transformed Sage Wellness into a local SEO success story, effectively building its brand and driving customer engagement.

- What was a successful outcome of your work? (e.g. Raised \$3,000 for the charity)

WordPress Website Speed Optimization – From 55 to 95+ on Google PageSpeed Insights

04/2025 - 04/2025 Location

I'm thrilled to share the results of my latest WordPress speed optimization project! The website's performance was struggling, with Google PageSpeed scores of just 55 (Mobile) and 60 (Desktop), impacting user experience and SEO rankings.

🔧 [Progress Bar]:

- Slow page load times
- Low Core Web Vitals scores
- Render-blocking resources & unoptimized assets
- Poor mobile performance

⚡ [Progress Bar]:

- Through a strategic approach, I implemented:
- ✓ Advanced caching & CDN integration
 - ✓ Image & asset optimization (WebP, lazy loading)
 - ✓ Minification of CSS, JS, and HTML
 - ✓ Critical CSS generation & deferred JavaScript
 - Server-side enhancements & database optimization

📊 [Progress Bar]:

After optimization, the website now boasts:

📱 [Progress Bar]: 95 ([Progress Bar] 55)
💻 [Progress Bar]: 96 ([Progress Bar] 60)

The site now loads blazing fast, improving user engagement, bounce rates, and SEO rankings!

- What was a successful outcome of your work? (e.g. Raised \$3,000 for the charity)

Doctor WordPress Website Speed Optimization

07/2024 - 08/2024 Location

We all know how frustrating it can be when a website takes too long to load. That's why I'm passionate about making sure your website is as fast as possible. I've helped businesses like yours improve their website speed by optimizing images, refining code, and implementing smart techniques that make everything run smoothly. The result? A faster, more user-friendly site that keeps visitors happy and boosts your SEO rankings. Whether you're looking to shave off a few seconds or overhaul your site's performance, I've got the skills and experience to make it happen.

- What was a successful outcome of your work? (e.g. Raised \$3,000 for the charity)

Dermatologist Website SEO

03/2023 - 09/2023 Location

Short summary of your work

- What was a successful outcome of your work? (e.g. Raised \$3,000 for the charity)