

# SAAD SHOUKAT

Digital Marketing Specialist | SEO Expert | Paid Ads Strategist |  
Wordpress Expert

📞 Phone 📧 Email 🔗 <https://www.linkedin.com/in/saad-shoukat> 📍 Abbottabad, Pakistan



## EDUCATION

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

Coursera

📅 01/2023 - 08/2023

### Intermediate , Computer Science

Government Post Graduate College No.1 Abbottabad

📅 01/2020 - 12/2022

### Diploma of Education, Information Technology

Tech Village Abbottabad

📅 08/2021 - 10/2022

## EXPERIENCE

### WordPress Developer

Upwork

📅 08/2023 - Present 📍 Remote

- Designing custom WordPress websites with Elementor for various global clients.
- Integrating WooCommerce for e-commerce functionalities.
- Implementing responsive, mobile-first UX/UI design principles.

### Wordpress Developer

Being Digital

📅 01/2023 - Present 📍 Abbottabad District, Pakistan

- Developing high-quality business websites optimized for mobile and desktop.
- Performing on-page SEO optimization for new websites.
- Conducting Google Business Profile setup and Local SEO strategies.

### Search Engine Optimization Analyst

Being Digital

📅 02/2023 - Present 📍 Abbottabad, Pakistan

- Conducting comprehensive website audits and speed optimization.
- Executing technical SEO, content optimization, and schema markup implementations.
- Improving local SEO rankings for businesses through targeted strategies.

### Search Engine Optimization Analyst

Upwork

📅 07/2023 - Present 📍 Location

- Providing SEO services for international clients across industries.
- Increasing client website traffic and search visibility through strategic SEO initiatives.

### Digital Marketer

Digital Fueling

📅 01/2023 - 06/2023 📍 Abbottabad, Pakistan

- Focused on Local SEO and organic growth strategies.
- Successfully executed on-page, off-page SEO and Local SEO initiatives.

## SUMMARY

Performance-driven **Digital Marketing Specialist** with over **3 years** of expertise in **WordPress Elementor Website Design, Search Engine Optimization (SEO), Meta Ads** (Facebook Ads, Instagram Ads), and **Google Ads** strategy.

Proven track record of increasing organic website traffic, optimizing website performance (Core Web Vitals), improving conversion rates, and executing high-ROI ad campaigns for global brands.

Specialized in cross-channel marketing, UX/UI-focused WordPress development, technical SEO, and e-commerce marketing.

## KEY ACHIEVEMENTS

### Web Traffic Boost

Increased monthly organic traffic by 45% through targeted SEO strategies.

### Site Speed Improvement

Enhanced mobile site performance from **55 to 95+**, improving UX by **70%**.

### Conversion Rate Increase

Boosted conversion rates by **30%** via optimized Meta and Google Ads campaigns.

### Social Media Engagement

Achieved over **50%** increase in engagement rates within 3 months.

## PROJECTS

### Sage Wellness SEO

📅 04/2023 📍 Las Vegas(Remote)

- Optimized a holistic wellness service provider's website for local SEO targeting Las Vegas.
- Achieved major growth in Google Business Profile impressions, clicks, and organic reviews.

### WordPress Website Speed Optimization

📅 04/2025 📍 Remote

- Increased mobile PageSpeed score from **55 to 95** and desktop score from **60 to 96**.
- Implemented CDN, lazy loading, WebP images, and advanced caching strategies.

### Doctor Website Speed Optimization

📅 07/2024 - 08/2024 📍 Location

- Improved website load times significantly using advanced web performance techniques.
- Enhanced UX and SEO rankings through speed optimization.

# TOOLS

WordPress	Elementor	WooCommerce	Ahrefs
Google Tag Manager	SEMrush	Google Analytics	
Google Search Console	Cloudflare	Screaming Frog SEO Spider	
Figma	WebP Compression Tools		

# CERTIFICATION

<b>E-Commerce/Electronic Commerce Management</b> DigiSkills.pk
<b>Search Engine Optimization</b> DigiSkills.pk
<b>WordPress Website Designing And Development</b> DigiSkills.pk
<b>Virtual Assistance (VA)</b> DigiSkills.pk
<b>Website Designing and Website Engineering</b> National Vocational and Technical Training Commission NAVTTC
<b>Google Digital Marketing and Ecommerce Specilization</b> Google
<b>Foundations of Digital Marketing and E-commerce</b> Google
<b>Make the Sale: Build, Launch, and Manage E-commerce Stores</b> Google
<b>Increase SEO Traffic with WordPress</b> Coursera
<b>Assess for Success: Marketing Analytics and Measurement</b> Google

# PROJECTS

<b>Dermatologist Website SEO</b> 📅 03/2023 - 09/2023    📍 Remote <ul style="list-style-type: none"><li>Applied SEO strategies leading to better search rankings and increased site traffic.</li></ul>
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# SKILLS

UX/UI Design	Responsive Design	
Conversion Optimization	Google Ads	SEO
Website Speed Optimization	Meta Ads	
Core Web Vitals	Search Campaigns	
Display Campaigns	Remarketing	
E-commerce Marketing	Content Marketing	
Keyword Research	Website Security	
SSL Implementation	Malware Removal	
Automated Backups		