



## SAAD SHOUKAT

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

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### 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.

### Education

Coursera

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

01/2023 - 08/2023

Government Post Graduate College No.1 Abbottabad

Intermediate , Computer Science

01/2020 - 12/2022

Tech Village Abbottabad

Diploma of Education, Information Technology

08/2021 - 10/2022

### Experience

Upwork

Remote

WordPress Developer

08/2023 - Present

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

Being Digital

Abbottabad District, Pakistan

Wordpress Developer

01/2023 - Present

- 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.

Being Digital

Abbottabad, Pakistan

Search Engine Optimization Analyst

02/2023 - Present

- 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.

Upwork

Location

Search Engine Optimization Analyst

07/2023 - Present

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

Digital Fueling

Abbottabad, Pakistan

Digital Marketer





01/2023 - 06/2023

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

## Projects

Sage Wellness SEO	Las Vegas(Remote) 04/2023
<ul style="list-style-type: none"><li>Optimized a holistic wellness service provider's website for local SEO targeting Las Vegas.</li><li>Achieved major growth in Google Business Profile impressions, clicks, and organic reviews.</li></ul>	
WordPress Website Speed Optimization	Remote 04/2025
<ul style="list-style-type: none"><li>Increased mobile PageSpeed score from <b>55 to 95</b> and desktop score from <b>60 to 96</b>.</li><li>Implemented CDN, lazy loading, WebP images, and advanced caching strategies.</li></ul>	
Doctor Website Speed Optimization	Location 07/2024 - 08/2024
<ul style="list-style-type: none"><li>Improved website load times significantly using advanced web performance techniques.</li><li>Enhanced UX and SEO rankings through speed optimization.</li></ul>	
Dermatologist Website SEO	Remote 03/2023 - 09/2023
<ul style="list-style-type: none"><li>Applied SEO strategies leading to better search rankings and increased site traffic.</li></ul>	

## Key Achievements

 <b>Web Traffic Boost</b> Increased monthly organic traffic by 45% through targeted SEO strategies.	 <b>Site Speed Improvement</b> Enhanced mobile site performance from <b>55 to 95+</b> , improving UX by <b>70%</b> .	 <b>Conversion Rate Increase</b> Boosted conversion rates by <b>30%</b> via optimized Meta and Google Ads campaigns.
 <b>Social Media Engagement</b> Achieved over <b>50%</b> increase in engagement rates within 3 months.		

## 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

## 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

## TOOLS

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