



Syed Farhan Sajjad

Nationality: Pakistani **Date of birth:** 30/12/1994

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Home: Gulberg Near Pepsi Factory, 54782 Lahore, Pakistan (Pakistan)

WORK EXPERIENCE

Codelounge [01/10/2025 – Current]

Managed Facebook, Instagram, LinkedIn & Twitter accounts, increasing brand visibility and engagement. Designed visual content using Canva & Photoshop. Handled content scheduling, audience interaction, and performance analytics to boost reach, leads, and conversions.

NockCode [08/10/2023 – 09/30/24]

An SEO specialist's core responsibilities include:

- On-Page SEO: Keyword optimization, meta tags, headings, internal linking, alt text, SEO-friendly content
- Technical SEO: Page speed, mobile optimization, schema markup, redirects, robots.txt, canonical tags
- Off-Page SEO: Link building, social bookmarking, guest blogging, Q&A, content sharing (PDF, image, video)

Freelancer (Social Media Marketing)

Brand setup, competitor research, domain & page creation, content & graphic design, page optimization, link integration, campaign management, and Instagram/WhatsApp/Google Ads marketing.

DIGITAL SKILLS

SEO/ Graphic Designer/ Social Media Marketing/ Microsoft Office/ Google Analytics/ Facebook Ads/ Facebook Business Manager/ WordPress/ Google Search Console/ Digital Marketing/ Microsoft Powerpoint

EDUCATION AND TRAINING

BSC (Hons) Agri (Food Technology)

PMAS Arid Agriculture University Rawalpindi

City: Rawalpindi | Country: Pakistan

F.Sc Pre-Medical

Govt. Degree College Bhakkar [25/08/2010 – 30/08/2012]

City: BHAKKAR | Country: Pakistan

Matriculation

Govt. High School Behal Bhakkar [04/08/2008 – 10/08/2010]
City: BHAKKAR | Country: Pakistan

LANGUAGE SKILLS

Urdu/ English/ Punjabi

Reference

References available upon request.