

Adeeb Ahmad

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Objective:-

To apply highly developed skills and knowledge through education and personal experience to obtain a full time position in organization with an opportunity for potential growth.

Education:-

Virtual University of Pakistan • 2016

- BS (Information Technology)

Government Islamia College Railway Road, Lahore. • 2006

- HSSC – High Secondary School Certificate

Government High School, Misri Shah, Lahore. • 2004

- SSC – Secondary School Certificate

Experience:-

Digital Marketing Expert - Search Engine Optimizer • Upwork • 3 June 2013 – Present

Since June 2013, I have been working as a freelance Digital Marketing Expert and Search Engine Optimizer. I have worked with top brands of US, UK and Canada. My freelance profile can be seen on this link.

<https://www.upwork.com/freelancers/~01e2a0b8a6bea1ab43>

The key responsibilities during this time period were.

- Develop and Implement Digital Marketing Strategies in order to grow demand across all channels.
- Manage the creation, implementation, and testing for all kind of paid marketing campaigns across Google AdWords, Google Remarketing, Facebook, Instagram, Twitter and for some other emerging digital channels.

- Be creative in finding new ways and strategies to move Digital Marketing Campaigns at next level. Stay atop with the latest trends as well as what our competitors are doing. Look toward new methods to become the leader in Digital Marketing Tactics. Work closely with marketing team to maximize social media opportunities to drive qualified traffic across different platforms.
- Measure and report performance of all Digital Marketing Campaigns, and assess against goals (ROI and KPIs).
- Create and Manage online brand and product campaigns to raise brand awareness.
- Analyze marketing campaign performance and optimize based on insights using Google Search Console, Google Analytics and Google AdWords.
- Rigorously track CPC and conversion metrics to analyze the effectiveness of campaign.
- Provide weekly and monthly reporting which contains data analysis to solve problem, identify more opportunities and communicate key performance trends to the clients.
- Created and Managed email marketing campaigns with designers defining overall strategy, messaging, and acquisition efforts.
- Perform Keywords Research and Analysis in coordination with client business objectives to optimize existing content and uncover new opportunities.
- Writing Proposals related to SEO and web services.
- Meeting with clients through Skype or Google hangouts.
- Managing client websites on wordpress and e-commerce websites on woo-commerce, shopify and magento.
- Updating client websites with new optimized content and design perspective.
- Managed and Lead an online team of 50 people of SEO, SMM and Content Writers.
- Providing complete SEO, SMM and PPC services to client on contract basis.
- Making websites Google panda and penguin friendly. Recovering client's websites from Google panda and penguin penalties. Recovering websites traffic from Google manual spam action by analyzing backlinks and then removing low quality spam backlinks. Writing detailed report about the action taken against the low quality spam backlinks and submitting it to the Google in order to lift the penguin penalty.

SEO Team Lead • Dotlogics • 25 June 2012 – 28 May 2013

In Dotlogics, I have worked as a SEO Team Lead. Although the job title was SEO team lead but I have handled all task related to Digital Media Marketing like SEO, SEM, SMM, GOOGLE PPC Campaigns and Facebook Ad Campaigns. The key responsibilities during this time period were.

- Manage and lead a team of 10 search engine optimizers, social media marketers and content writers.
- Keywords research through Google Adwords keyword tool and selecting most suitable keywords for websites.
- Improve the overall SEO health of websites.
- Setting up Google PPC campaigns for client's websites by selecting exact and phrase keywords.
- Setting up PPC campaigns for different e-commerce websites and turning them into profitable.
- Setting up Facebook Ads campaigns for e-commerce websites and bringing more customers through social media.
- Creating different social media Campaigns for the customers based upon their requirements.
- Worked closely with developers and content writers to make sure that created website code and content is up to the standards.
- Creating daily SEO proposals for clients.
- Weekly SEO reports for clients which show their current rankings in different search engines.
- Setting up different link building strategies like guests postings and making sure that content writers are creating quality content for guests post.
- Maintaining a good healthy environment between team members and motivate them to achieve the overall purpose of whole team.

SEO Manager● Seganta IT Solutions ●10 November 2010 – 15 June 2012

In Seganta IT Solutions, I have worked as a SEO Manger. During this job, I have managed and lead a team 30 people. The key responsibilities during this time period were.

- Manage and lead a team of 20 search engine optimizers, social media marketers and content writers.
- Keywords research through Google Adwords Keyword tool and selecting most suitable keywords for websites.
- Improve the overall SEO health of websites.
- Conduct different trainings for our SEO's and content writers to make sure that they are up to date with latest algorithms and trends of Google.
- Worked closely with developers to make sure that developed websites are SEO friendly and according to Google latest SEO algorithms.
- Worked closely with content writers to make sure that created content is not heavily optimized with keywords.
- Creating daily SEO proposals for clients.

- Weekly SEO reports for clients which show their current rankings in different search engines.
- Worked with different e-commerce stores and helped them to achieve their targets through SEO.
- Creating and maintaining social media profiles for client business.
- Try to reach the desired audience of client business through social media marketing.
- Designed different on site and link building strategies which brought instant results for us as a team. Competitor backlinks research and then building our backlinks over there was one of them.
- Maintaining a good healthy environment between team members and motivate them to achieve the overall purpose of whole team.

Senior Search Engine Optimizer• Saad Biz Sol •20 September 2009 – 29 October 2010

In Saad Biz Sol, I have worked as a Senior Search Engine Optimizer. The key responsibilities during this time period were.

- Conduct trainings related to search engine optimization for team members.
- Research new prospects for link building strategies.
- Competitor research and analysis reports creation.
- Monitoring junior team members and help them in different link building techniques.
- Creating daily reports of overall performance of team and report to SEO manager.
- Perform tasks related to on – site SEO for the websites.
- Writing Meta titles, Meta descriptions and Meta keywords for websites.
- Optimizing heading tags for websites.
- Setting up different keywords in alt tags for the images.
- Setting up keywords frequencies on different pages of websites.
- Off Site SEO which contains complete link building strategies.

Search Engine Optimizer• Next Age Technologies •17 December 2008 – 15 September 2009

In Next Age Technologies, I have worked as a Search Engine Optimizer. The major responsibilities during this time period were.

- Research about new backlinks prospects.
- Competitor's websites backlinks profile analysis.
- Performed different types of links building strategies.

- Directory submission, articles submission, forum posting, blog comments.
- Also performed press release submissions as well.
- Participated in different types of link exchange programs.

Information Desk Officer • Virtual University of Pakistan •5 August 2008– 31 October 2008

Worked as Information Desk Officer at Virtual University's Admissions Campaign. The key responsibilities during the job were:

- Handle Welcome Information Desk
- Provide information to visitors related to University Admissions
- Receive phone calls and provide information related to asked queries.
- Data entry of admission forms into university database.

Skills:-

- Search Engine Optimization, Social Media Marketing, PPC, Google and Facebook Ad Campaigns, E-commerce Management
- Good team building and team leading qualities.
- Flexible, fast learner, very much interested in new technology.
- Excellent communication and interpersonal skills.
- Like to work in a pressurized situation and under a lot of stress.
- Good command over M-S Office.
- Operating Systems: windows, windows server 2003

Interests:-

Networking, IT books, internet surfing, cricket and reading books.