



# AHSAN MUNAWAR

## DIGITAL MARKETING

Successfully helping brands to create or increase business revenue through digital channels for around 4.5 Years.

## Experience

## Contact

### Phone

+92 321 7462977

### Email

ahsan.mnwr@gmail.com

### Address

Lahore, Pakistan

## Education

2015

**MBA Executive**

Preston University, Lahore

2012

**BA**

University of the Punjab, Lahore

## Expertise

- DIGITAL MARKETING
- SEO
- GOOGLE ADS
- SOCIAL MEDIA MANAGMENT
- GOOGLE SEARCH CONSOLE
- GOOGLE ANALYTICS

## Certification

2020

**Google Search Ads Certified**  
Google

2020

**Google Analytics Certified**  
Google

### AUG '22 -PRESENT

**HEALTHWIRE | LAHORE, PAKISTAN**

#### SEO | HEAD OF PATIENT REFERRALS

- Leading Digital Marketing Planning & Execution on Google Ads & Social Media Platforms
- Working on Growth Strategies to optimize Customer Acquisition Cost
- Enhancing service level quality to build brand goodwill
- Working alongside with Product Team to track & boost web user-experience
- Monitoring & optimizng user experience via Google Analytics, Hotjar etc

### MAR '20 -JUL '22

**HEALTHWIRE | LAHORE, PAKISTAN**

#### SEO MANAGER

- Implemented successful SEO and content strategy quarterly to outrank market leaders on the high volume keywords
- Onpage SEO audit with the help of tools i.e Ahrefs, Semrush, and Screaming Frog
- Technical SEO fixes carried out in sprint model by following the Google Best Practices
- Applied best technical SEO practices to fix domain, content duplication issues for crawl budget optimization
- Carried out extensive keywords research of transactional, navigational and informational keywords and produced SEO optimized on-page content with the help of content writers
- Created & scale optimized site hierarchy
- Identified gaps from keywords research to enhance product features
- Implemented successful Off-page SEO strategy with the help of SEO executives and content writers
- Maintained & Tracked OKR's for team performance tracking
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords
- Maintained knowledge of current market trends and algorithm updates of top search engines
- Collaborated with editorial and marketing teams to drive SEO in content creation and content programming

### JUL '19 - MAR '20

**PROGRAMMER'S FORCE | LAHORE, PAKISTAN**

#### SEO SPECIALIST

- Seo On-page practices by analyzing the updates and requirements with web development team
- Off-Page link building practices i.e
- Profile listing, forums participation, guest postings, and press-releases
- Analyzing Requirements for Content Marketing & Engaging with Content Writing Team to produce content accordingly
- Using Google Analytics & Google Webmaster Tool to compile performance reports
- Produced topics to create blog or article for link-building practices by doing research
- Outreached the high authority websites that produced high authority backlinks for the web with the help of content

# Language

English

Urdu

JUN '18 - JUL '19

EMENAC | LAHORE, PAKISTAN

## DIGITAL MARKETING EXECUTIVE

- Developed engaging, creative, innovative content for multiple company brands at social media channels such as Facebook, Twitter, Google +, Instagram & Pinterest
- Regularly scheduled posts, which enlighten audiences and promote brand-focused messages.
- Developed Content Calendar by evaluating the target audience for the brands.
- Responded to queries generated on the channels of social media
- Seo On-page practices by analyzing the updates and requirements with web development team
- Off-Page link building practices i.e. blog commenting, profile listing, directory submissions, forums participating, guest postings, press-releases
- Using Google Analytics & Google Webmaster Tool to compile performance reports
- Generating Content for reviews & submitting them on different listed platforms

MAR '18 - JUL '19

HEURISTIX | LAHORE, PAKISTAN

## SEO EXECUTIVE