



Muhammad Azam

SEO Specialist

Johar Town, Lahore



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Certifications

Google Analytics individual
Certification

Google Tag Manager
Fundamentals

Google Ads Search

Certification SEMrush

Technical SEO

HubSpot Inbound Certified

HubSpot Social Media Certified

Udemy: Search
Engine Optimization

Education

BS Software Engineering
GC University Faisalabad
GPA: 3.47

ICS – DG Khan Board
Major: Computer
Science Mathematics,
Economics

Profile

A highly-motivated, and well-organized digital marketing expert with an absolute commitment to my work. Helps companies to plan, build and execute digital branding and product marketing strategies to deliver desired results and supporting organization's business objectives through ingeniously crafted, solid sales pipeline. I have 3 year experience in SEO, SEM, Social Media, and brand campaign management.

Professional Experience - [4 Years]

Sr. SEO Executive

M&S Online - Lahore | April, 2021 – Current Position

M&S Online is US Based Digital Agency that provide software development & marketing services.

What I do:

- Mange SEO projects of region based websites UK, USA, UAE & Local and lead SEO Team.
- Analysis and reporting of organic performance & leads
- Manage team on B2B Lead Generation project and work with PPC expert for better Data analytics and reporting.
- Responsible for getting reports of SEO work, analysis of organic traffic, Google analytics, webmaster tools, social media & GMB.
- Provide SEO analysis and recommendations in coordination with structure of websites and web pages.
- Working on strategies for content development in coordination with SEO goals.
- Develop and implement link building campaigns
- Develop, manage and execute content strategies via social media
- Working on regular technical SEO tasks, like (XML sitemaps, Crawling, Indexing, UX, Website Speed & GSC).
- Meeting with team on project, timelines, and results.

Core Competencies

- SEM, SEO, SMM
- Google Shopping
- Facebook Ads
- App Campaigns
- Optimization Audit
- On-page SEO
- Keyword Research
- Technical SEO
- Outreach
- Link Building
- Google Analytics
- Analysis & Reporting
- Shopify
- WordPress
- Microsoft Excel
- Product Research
- Amazon SEO

Interpersonal Skills

- Adaptability
- Credibility
- Flexibility
- Decisiveness
- Communication
- Problem-Solving
- Analytical thinking
- Time management

Interest:

Keenly interested in learning new technologies.

SEO Executive
EwebCraft | Lahore | Feb, 2020 – March, 2021

EwebCraft is a Digital Marketing Agency that provide branding, Web development, SEO, PPC & designing services.

- My responsibilities:
- Developing and implementing effective SEO strategies.
 - Managing offsite and onsite optimization projects and reporting on performance.
 - Conduct keyword research and topics research to guide content team.
 - Review technical SEO issues and recommend fixes
 - Optimize website content, landing pages and CTR
 - Direct off-page optimization projects
 - Collect data and report on traffic, rankings and Off-page SEO
 - Monitor Traffic performance of assigned projects, Analyze reports, Segment audience and develop buyer persona for maximum ROI from search engine marketing campaigns.

SEO Expert
Direction Soft | Lahore | May 2019 – Jan, 2020

- My responsibilities:
- SEO strategy planning, campaigns execution and management
 - Keyword research and competitor analysis
 - Technical SEO, on-page optimization and link building
 - Monthly Audit of SEO for client`s websites.
 - Worked on B2B, fashion, Travel & Food brands
 - Worked on Google Search Ads for Local services.
 - Reporting on SEO Campaign KPIs
 - Social media marketing for travel agency & Business networking events for UAE/USA/UK Companies.
 - Email marketing for digital agency using mail chimp, constant contact & mailster.

Internship
US Digital Hub | Lahore | Jan, 2019 – April, 2019

- During the internship, my responsibilities were to learn and implement knowledge.
- Managing social media accounts of both the company and clients.
 - Creating attractive images for social media posts using Adobe Photoshop & Canva.
 - Supporting the SEO team in Off-page optimization.
 - Looking after the website management and maintenance work.
 - Adding and updating products/posts in different websites on many CMS like Woo Commerce, Shopify