

# TAYYABA NASEEB

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Digital marketing specialist with strong expertise in **Google My Business (GMB) setup, optimization, and local SEO strategies** to boost business visibility on Google Search and Maps. Proficient in **graphic design, digital marketing,web development**, ensuring a complete digital presence for clients. Skilled in improving online rankings, managing customer engagement, and analyzing insights to enhance brand reputation.

## EXPERIENCE

- Working with **OBSRVR** branding  
Remotely – **sep 2025 \_ Present**  
Create Google business profile, SEO optimization, Graphic designing
- SEO intern  
Lahore, Pakistan – **feb 2025 \_ may 2025**  
Create Backlink, Profiting, Blog comments, PBNs
- E-Commerce specialist at zobil  
Remote ,Pakistan – **oct 2024 \_ Nov 2025**
- Founder of **markeTNest**

## Technical Skills

- HTML, CSS, PHP
- Digital Marketing (google ads ,meta ads )
- Google business profile (seo)
- Content writing
- Graphic designing
- App Development

## QUALIFICATIONS

### EDUCATIONAL BACKGROUND

**BACHELORS OF E-COMMERCE - BSE-COMMERCE** (Expected at June 2027) **GRADE A** At  
**HAILEY COLLEGE OF COMMERCE, UNIVERSITY OF THE PUNJAB**

## CGPA

- Achieved A 3.64/4.00 CGPA
- Currently in 6th Semester

## CERTIFICATIONS

- Certified E-commerce student from NSA- collaboration with concept prime
- Certified AI student by NAVTTC – GOVT.

## Coursework

- Digital Marketing
- Web technologies
- Human resource management
- App Development

## REFERENCES

References will be furnished on demand □