

TAYYABA NASEEB

Lahore, Pakistan | +923094178401 | tayyabanaseeb11@gmail.com | linkedIn :Tayyaba Naseeb

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 ☺