

NAUMAN BIN JAWAD

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Objective

Forming habits that compound knowledge wealth, spiritual wealth and monetary wealth. I love to monitor interesting content on the internet aiming to build mindset of a thought leader. Learn and Educate, my core ideology. Following a Proactive learning approach to achieve potential job excellence. Absorbing industry-specific content via eBooks to stand out from the pack.

Experience

- SEOpitstop** 2/8/2023 - 2/1/2024
SEO Associate
I am experiencing a learning curve as an SEO professional, ensuring I utilize my research-oriented mind, hunting significantly resourceful content in search engines according to the website's niche requirements and using my interpersonal skills with accuracy and efficiency while maintaining my attention to detail as an essential part of my SEO skill. Developing and integrating content marketing strategies have been a key part of my role, as I understand the importance of integrating these strategies into existing SEO frameworks.

My expertise lies in driving targeted and loyal traffic to websites through effective topical authority topics, could be either B2B or B2C. I have consistently achieved this by ensuring the implementation of engaging content that resonates with the target audience. Furthermore, I possess the ability to continually monitor search terms, rankings, and analytical data, enabling me to provide meaningful and actionable recommendations for improvement.
- Bizelev Marketing** 04/01/2024
SEO Off-page Link Builder
As an SEO Executive specializing in Off-page SEO, I keep a wealth of resource in the field, particularly in backlinking. My expertise lies in successfully reaching out to website editors to acquire high-quality backlinks and identifying relevant content for specific target audiences. I have effectively utilized tools like SEMrush and search operators to identify websites with high domain authority, yielding significant results.

In this role, my primary objective is to develop and execute outreach strategies that elevate the online presence and visibility of our company or clients.

To achieve this, I conduct comprehensive competitor backlink analyses to identify potential link-building opportunities.

Additionally, I consistently implement white-hat SEO techniques to ensure the ethical acquisition of backlinks. An integral part of this role is tracking, analyzing, and reporting on competitor backlink strategies, allowing for necessary adjustments to our approach. Furthermore, I remain up-to-date with the latest SEO best practices and actively contribute to the development of effective link-building strategies.

key aspect of my experience has been conducting thorough keyword research to identify valuable search terms and capitalize on opportunities for improved search engine rankings. I have designed various infographics related to wide range of industries, commercial and private sector.

I'm not graphic designer expert but I have still excellent work experience about infographic creation which can effectively be used for Ads. It has been one of the finest skill which I acquired in my previous in marketing agency.

Education

- Bahria University Karachi** 2019-2023
Bachelor's in Information Technology
B-

Achievements & Awards

- Google Analytics: Digital Skill Academy (Skillshop)
Completion ID: 188828710
- SEO Certification: HubSpot Academy
Fundamentals of Digital Marketing
- Google AI-Powered Shopping ads Certification
Google Digital Academy (Skillshop):
CERTIFICATE ID: 251454972
- Google AI-Powered Ads Certification
Google Digital Academy (Skillshop): (CERTIFICATE ID: 94136656)
- Google Video Ads Certification: Google Digital Academy (Skillshop: CERTIFICATE ID: 251454970)
- Certification: Google Digital Garage (CERTIFICATE ID: KBQ H99 JFR)
- Introduction to Digital Marketing Certification: Great Learning (CERTIFICATE ID: VCBJDCJC)
- ChatGPT in Digital Marketing Certification: Great Learning (CERTIFICATE ID: HEXDNUWD)

Skills

- On-page SEO
- Website Audit
- Market Research
- Competitor Analysis
- SEO Tools
- Internet Publishing
- Internet Research
- Google Analytics
- Google Search Console
- Content Analysis
- Off-Page SEO Link Building
- Off-Page SEO Database
- Off-Page SEO Data Set Resources

Additional Information
