

Muhammad Jawad

Digital Marketing and SEO Expert

Hi, I'm Muhammad Jawad, a Digital Marketing and SEO Expert with over a year of experience specializing in e-commerce. Currently, I'm working at Facon as a Junior SEO, where I optimize Google Shopping Ads, refine merchant feeds, and enhance WooCommerce store performance.

House No 152 Block 16
Federal B Area Karachi
+92 315 3279198
jawadrajput17@gmail.com

EXPERIENCE

Facon (Junior SEO and Digital Marketer)

July 2024 - PRESENT

At Facon, I work on On Page SEO and Google Shopping Ads, responsible for optimizing product listings and enhancing their visibility across platforms. My role includes optimizing merchant feeds, managing Google Ads spending, refining product bid strategies, and ensuring the WooCommerce store is fully optimized for improved performance. I bring over a year of digital and social media marketing experience, with a focus on e-commerce, specifically within the celebrity niche.

EDUCATION

Virtual University, Pakistan — BBA (Marketing)

May 2022 - Feb 2025

Government Degree College — Pre-Engineering

June 2020 - March 2022

Other Skills

Tools — Experience

Ahrefs, SEMrush, Majestic, Keyword Everywhere,
klaviyo, Mailchimp, Jasper A.I writing tool, Moz, Ubberr
Suggest, Keyword Surfer, Rank Math, Yoast SEO, Keyword Revealer

SKILLS

Google Search Ads
Google Shopping Ads
Facebook Ads
SEO (On Page SEO, Off Page)
Woocommerce
Shopify SEO
Technical SEO
Keyword Research
Content Writing

AWARDS

Currently Enrolled in IDM
Pakistan Course, 2024

Affiliate Marketing (Digi
Skills), 2022 .

Digital Marketing and SEO
(NAVTEC), MIT, 2021

Certification of English
Language, 2017

LANGUAGES

English, Urdu and Sindhi

