#### **Saad Humayun**

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Father’s Name:

**Humayun Aziz**

Date of Birth:

**11-Nov-1988**

Religion:

**Islam**

N.I.C.:

**42101-7804410-3**

Nationality:

**Pakistani**

Domicile/ P.R.C:

**Karachi, Sindh**

## Objective:

I would like to work an organization, which could enhance my technical capabilities and take on a responsible, challenging, and rewarding career assignment in top-flight, fast-expanding, professionally managed, and technically sound organization.

## Education:

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of Degree** | **Year** | **Name of Institution** | **Grade** |
| Bachelors in Commerce | 2012 | Govt Premier college | 2nd Div |
| Intermediate (Pre-Engineering) | 2007 | Govt. Islamia College | 2nd Div |
| Matriculation (Science) | 2005 | Metropolitan School Karachi | 1st Div |

## Employment History:

* Designated as **Junior/SEO Executive** at Ampak International Ltd (Feb 2011 to Sep 2012).
* Designated as Workflow Hub (NX3 Corporation/Jaffer Brothers) as an **Internet Marketing Executive** (Nov-2012 – May 2015).
* Designated at Channel HTV from Zia-ud-din Enterpreises/Zia-ud-din Group/East River as **Digital Marketing Executive** (March 2015 to March 2017).
* **SEO Team Lead** at The D spot/Aimhike (March 2017 to March 2018) 1 year & 1 month.
* **SEO Manager** at Technado Pvt Ltd from May 2018 till October 2018.
* **SEO Team Lead** at Derc Pvt Ltd from November 2018 till August 2020.
* **SEO Manager/Digital Marketer** at Technado Pvt Ltd from September 2020 till February 2021.
* **Technical SEO Engineer/Digital Marketing Lead** at Va8ive Digital Pvt Limited/8th Loop Ventures Pvt Ltd March 2021 June 2022.
* **SEO Lead/SEO Specialist** at **Daraz Pakistan** July 2022 till Dec 2023.
* Working as **Senior SEO Strategist** at **Hive Social** from January 2024 till now**.**

# SEO Expertise Includes:

SEO working experience of static, dynamic, Ecommerce & Service based websites.

**On Page SEO Optimization:**

* Internal linking Strategy.
* Web Copy writing optimization Strategy.
* Blogs writing Optimization Strategy.
* Meta Optimization Strategy.
* Contextual linking Strategy.
* Content generation.
* Semantic SEO Strategy.
* Call to actions SEO implementation & Strategy.
* Competitors on page SEO strategy analysis, research & implementation.
* Have working experience of all major & minor things that are required in on page SEO optimization.

**Technical SEO Optimization:**

* UI/UX SEO Strategy.
* Scripts & Tags Implementation of Google analytics, Google Search Central, Google tag manager etc.
* Canonical tags optimization strategy.
* Security header tags Implementation.
* Rendering & Crawling Errors removing.
* Python SEO working.
* Competitor’s technical SEO analysis, research & implementation.
* Schema & rich results implementation.
* Have working experience of all major & minor technical SEO things that are required in SEO optimization.

**SEO Automation:**

* Links Crawling & Indexing automation.
* SEO Keywords research automation.
* SEO Meta automation.
* SEO Content automation.
* Keyword ranking automation.
* Integration of API’S for automation.
* Integration of Google Maps API.
* SEO Automation through Chat gpt (3.5, 4.0).
* Google sheets SEO automation.
* Have working experience to make daily basis SEO tasks to automate.

**SEO Tools, Programming languages & CMS Platforms:**

Working experience of below SEO tools, Programming languages & CMS Platforms:

* Google analytics (GA4), Google tag manager, Google Search central, Google Adwords, Looker Studio, Screaming Frog, Semrush Pro, Moz Pro, Ahrefs Pro, Google tag manager triggering etc.
* Hands on experience to resolve GSC (Google search console) coverage issues.
* Working Experience of AI tools like Chat Gpt (3.5, 4.0), Jasper.ai, Harpa.ai, Tina Mind, Monica & Google bard etc.
* Html 5, Python, Php, Java & Javascript.
* Wordpress, Shopify, Web Flow, Square Space, Magento etc.
* Have working experience of all major SEO tools, programming languages & CMS platforms.

**SEO Algorithm Updates & SEO Reporting:**

* Knowledge of Google and Social media algorithms Update (Panda, Penguin, Humming bird, Zebra, Fred, caffeine, Medic, EEAT, Page experience, Helpful content, Link spam updates etc.
* SEO Reporting through Google analytics, Google search console, datapad.io and other third party tools like data box, Agency Analytics, Tableau.

**Off Page SEO Optimization:**

* Guest blog posts.
* Sky Scrapper Technique.
* PR Marketing.
* Tier 1, Tier 2 & Tier 3 linking.
* Competitor’s backlinks analysis.
* Have working knowledge of old traditional off page SEO activities like forums threads, article submission & blog comments etc.

# Online Marketing Addition’s & Extras:

* + - Working experience of initial level PPC campaigns & Keywords research.
    - Knowledge of Exact match, Broad match & Broad modifier keywords etc.
    - Have experienced of running different organic & paid (basic level) campaigns on Facebook i.e Page likes, Post engagements campaigns etc.
    - Hands on experience of running seasonal & regular email marketing campaigns at basic level.
    - Working Knowledge of Using Social media tools such as Social Bakers, Tweet deck, hoot suite etc.
    - Working experience of running Youtube Chanel SEO.
    - Working experience of doing ASO for Daraz’s play store application.
    - Have Experience of leads generation on freelancing & social media platforms such as freelancer.com, fiveer.com, Facebook.com.
    - Working experience of using project & task management systems like Asana.com, Basecamp.com, Trello & Zoho etc.
    - Experience of managing small & larger SEO teams.
    - Experience of making SEO teams.
    - Knowledge of SEO business modules like GMV, SEO orders, Buyers & by utilizing the correct attribution model.
    - SEMrush SEO Certifications.
    - Working experience of using tools Microsoft office, excel, word, power point, Google sheets, Google drives & one drive.
    - Hands on experience of good communication, word load management, written & team management skills.

## Hobbies:

* Cricket, Football, Swimming, Movies & Cattle Lover.
* Social Net Surfing.
* Reading that Books which enhance the interpersonal skills.
* Learning new things.

## References:

* Furnished upon Request.