

# Muhammad Huzaifa Aarsal

## DIGITAL MARKETING PROFESSIONAL

I'm a Social Geek and always consider myself a forever student. Who have a strong desire to learn and improve all aspects of digital marketing with a hands-on approach to tackle projects and accomplishing success in the most positive way of learning.



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## EDUCATION

### BS Computer Science Virtual University Of Pakistan

04/2018

Karachi Pakistan

### H.SC Computer Science Government College For Men

07/2013 - 05/2015

Karachi Pakistan

## WORK EXPERIENCE

### SEO Executive AT&R

09/2021 - Present

Karachi, Pakistan

Full Stack Digital Marketing Agency

#### Achievements/Tasks

- Reduced a client's category pages bounce rate from 75 to 40%.
- Improved rankings from page 3 to Top 5 for 10+ highly relevant keywords for Service based website in UK.
- Improved CTR by upto 8% by optimizing relevant Meta Title & Descriptions.
- Align all the writing tasks to content writers. Manage all the On-page and Technical SEO activities.
- Stayed up-to-date with the newest SEO guidelines and trends.
- Prepared informational and reader-friendly reports.

### SMM | SEO Intern Proclamation Hub

07/2021 - 09/2021

Karachi, Pakistan

Digital Marketing Agency

#### Achievements/Tasks

- Facebook And Instagram Ads Management.
- Align writing tasks to content writers. Manage On-Page SEO activities.

### Social Media Marketing ( Intern ) GAOTek Inc. / GAO RFID Inc.

04/2021 - 08/2021

New York, United States

Electrical Test Instruments / Hardware, Software & System Supplier

#### Achievements/Tasks

- Managing Companie's Social Platforms.
- Social Media Management.
- Lead Generation (LinkedIn).

## SKILLS

On-Page SEO

Off-Page SEO

Competitive Analysis

Technical SEO

Google Search Console

Google Analytics

Facebook Ads

Instagram Ads

## CERTIFICATES

Digital Marketing - Udemy

Fundamentals Of Digital Marketing - Google

SEO Fundamentals - SEMRUSH

Google Analytics Individual Qualification - Google

Google Ads Display Certification - Google

Google Tag Manager Fundamentals - Google

## LANGUAGES

ENGLISH

Professional Working  
Proficiency

URDU

Native or Bilingual Proficiency

## INTERESTS

Cricket

Reading

Indoor Games

E-Sports