



TANVEER UL HASSAN

Digital Marketing & SEO Specialist

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SUMMARY:

Experienced Digital Marketer and SEO Specialist with 5+ years of proven track record in driving brand visibility and engagement. Skilled in executing successful campaigns across various platforms, including social media, email, and paid advertising. Top-rated Upwork freelancer known for delivering high-quality results. Efficient virtual assistant offering administrative support for streamlined operations. Committed to innovation and achieving business objectives through strategic marketing approaches.

PROFESSIONAL EXPERIENCE:

Digital Marketing Specialist

Elcontainer, Brand, Chile

- Successfully managed and executed digital marketing strategies, resulting in increased online brand visibility and customer engagement for the agency.
- Oversaw social media campaigns, creating engaging content and implementing targeted campaigns across various platforms.
- Conducted SEO audits and implemented optimization techniques on-page, off-page, and outreach, contributing to improved organic search rankings.
- Played a key role in planning and executing successful online advertising campaigns, including Google and Facebook Ads, resulting in an improvement in conversion rates.
- Utilized analytics tools for data-driven decision-making, providing insights into customer behavior and market trends.

Virtual Assistant & SEO Manager

Tsorbit Digital Marketing Agency, Pakistan

- Efficiently managed administrative tasks, including calendar coordination and email correspondence.
- Led SEO projects, addressing Google Search Console issues, and implementing effective on-page and off-page strategies.
- Provided customer service support, promptly addressing inquiries for heightened client satisfaction.
- Resolved technical SEO issues, ensuring optimal website performance.
- Generated monthly SEO reports using Google Analytics, ensuring informed decision-making.

Guest Post Outreach Specialist

Titanium Marketing Agency, United States

- Orchestrated targeted guest post outreach campaigns across diverse niches, including health, fashion, beauty, and tech.
- Leveraged Mailshake for email campaigns, ensuring personalized communication and securing strategic partnerships for high-quality backlinks.
- Established and nurtured relationships with influencers, bloggers, and site owners through strategic email outreach.
- Negotiated terms with publishers, guaranteeing optimal visibility for client content within a variety of industries.
- Maintained a comprehensive database, enhancing outreach effectiveness and facilitating efficient data retrieval.
- Monitored key performance indicators, providing transparent and measurable results to clients.
- Collaborated with content creators to tailor articles for each niche, adhering to editorial guidelines and audience preferences.

PORTFOLIO:

Agencies I Have Worked With:

Specialized in keyword research, on-page and guest post outreach in these agencies, securing strategic partnerships, and implementing effective SEO strategies for notable online presence.

- Titanium Success
- Titanium Marketing

Completed Projects:

I have worked completely on these websites:

1. <https://spa26.com/>
 2. <https://www.elcontainer.cl/>
 3. <https://drvallecillos.com/>
 4. <https://cosmeticinjectables.com>
 5. <https://nazarianplasticsurgery.com/>
 6. <https://theskinspot.com/>
 7. <https://allgreenrecycling.com>
 8. <https://vasaro.com/>
 9. <https://reolink.com/>
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EDUCATION:

MASTER OF SCIENCE IN COMPUTER SCIENCE

Comsats University Islamabad, Pakistan

LANGUAGE:

- English
 - Urdu
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SKILLS:

Digital Marketing:

- Keyword Research/On Page/Off Page SEO
- SEO Audit
- Technical SEO
- Virtual Assistant
- E-commerce Store Management
- Data Entry
- Guest Post Outreach
- Email Marketing
- Online Advertising (Google/Fb Ads)
- Tag manager
- Social Media Marketing
- Content Marketing

Tools:

Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz and Screaming Frog