

# Shahbaz Khan

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SUMMARY

A results-driven Digital Marketing & Web Specialist with 6 years of experience in performance marketing and B2C acquisition. I excel at developing and executing robust SEM strategies, leveraging paid search and remarketing to drive measurable growth. With a proven ability to optimize ROI and ROAS, I use my technical background in web development and automation to build efficient tracking systems and scale campaigns. Seeking to apply a data-driven approach to enhance digital performance and deliver exceptional business results.

WORK EXPERIENCE	Rankworks	Pointe-Claire, QC
	Web Developer / Technical SEO Analyst	Dec 2023 - Present
	<ul style="list-style-type: none"><li>Developed and optimized landing pages and user funnels using HTML, CSS, and JavaScript to enhance user experience and improve conversion rates.</li><li>Built and integrated automation scripts and tracking systems to enhance data accuracy and campaign performance.</li><li>Led the design and optimization of user-centric e-commerce websites on Shopify and WooCommerce, focusing on improving the customer journey and increasing ROAS.</li><li>Implemented strategic A/B testing on themes and integrated conversion-focused apps to improve user experience and increase conversion rates.</li><li>Perform technical SEO audits and implement a roadmap of best practices, including optimizing page speed, schema markup, and site architecture to enhance organic search rankings and crawlability.</li></ul>	
	RocketMedia360	Montréal, QC
	SEO Manager	Sep 2022 - Dec 2023
	<ul style="list-style-type: none"><li>Developed and executed comprehensive digital marketing strategies, enhancing brand visibility and driving increases in website traffic and conversion rates.</li><li>Oversaw all SEO operations, including technical and content optimization, to maximize organic visibility and elevate search engine rankings for high-value keywords.</li><li>Analyze key performance metrics and leverage data to identify opportunities, implementing a test-and-learn approach to continuously elevate conversion rates and maximize campaign ROI.</li></ul>	

- Managed website migrations and technical SEO audits, ensuring no loss of organic rankings and improving overall site health and crawlability.
- Analyze key performance metrics and leverage data to identify opportunities, implementing a test-and-learn approach to continuously elevate conversion rates, maximize campaign ROI, and collaborate with cross-functional teams to ensure successful execution.

Z-Tech Studio

Islamabad

*Social Media Manager*

2019 – 2020

- Developed and executed social media strategies to enhance brand visibility and improve audience engagement across various platforms.
- Led the creation and curation of multimedia content that aligned with brand values, successfully expanding the targeted consumer base.
- Managed online presence through regular community interaction, ensured timely responses, and monitored key performance indicators to guide strategic decisions.

EDS FZE

Dubai

*WordPress Developer*

Jul 2017 – May 2019

- Customized WordPress themes to enhance visual appeal and functionality, aligning with client specifications.
- Developed and integrated bespoke plugins, tailoring unique solutions to augment website capabilities.
- Conducted maintenance and updates, resolving operational issues to ensure optimal performance and client satisfaction.

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EDUCATION	National College of Business Administration & Economics	2015
	BS, Computer Science in Social Media Marketing	
	Pakistan College of Commerce – Faisalabad	2010
	Intermediate School Education	

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CERTIFICATIONS	LinkedIn Marketing Strategy, LinkedIn	2022
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SKILLS	Digital Marketing • WordPress Development • Web Development • Search Engine Optimization (SEO) • Power BI – Data Visualization • Oxygen Builder • Divi Builder • Elementor Builder • HTML/CSS • JavaScript • Data Analysis • Front-End Frameworks • MySQL • Version Control/Git • Problem Solving • React • Html5 • Css3 • Jquery • Creative Testing • Analytical Skills • Experimentation • SQL • Automation • Technical Skills • Entrepreneurial Drive • Campaign Management • github	
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