

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">•Developed and optimized landing pages and user funnels using HTML, CSS, and JavaScript to enhance user experience and improve conversion rates.•Built and integrated automation scripts and tracking systems to enhance data accuracy and campaign performance.•Led the design and optimization of user-centric e-commerce websites on Shopify and WooCommerce, focusing on improving the customer journey and increasing ROAS.•Implemented strategic A/B testing on themes and integrated conversion-focused apps to improve user experience and increase conversion rates.•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.	
	RocketMedia360	Montréal, QC
	SEO Manager	Sep 2022 - Dec 2023
	<ul style="list-style-type: none">•Developed and executed comprehensive digital marketing strategies, enhancing brand visibility and driving increases in website traffic and conversion rates.•Oversaw all SEO operations, including technical and content optimization, to maximize organic visibility and elevate search engine rankings for high-value keywords.•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.	

- 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.

EDUCATION

National College of Business Administration & Economics

2015

BS, Computer Science in Social Media Marketing

Pakistan College of Commerce – Faisalabad
Intermediate School Education

2010

CERTIFICATIONS

LinkedIn Marketing Strategy, LinkedIn

2022

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