

# **Mohammed Amir (Andy)**

**SEO, PPC, Web & Digital Marketing Specialist with current proven results.**  
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Google Certified digital marketing and website development specialist with 20 years of experience in improving business profitability through creative content production, search-friendly architectural solutions, and effective website design and deployment. Offering expertise in SEO, PPC, lead generation, content optimization in both B2C and B2B settings, coupled with a proven sales background. Quality-focused, committed to approaching tasks with tenacity and attention to detail, ensuring the best possible outcome in all projects. Open to various engagement types - contract work, freelance projects, or full-time employment.

## **Professional Experience:**

**Agency Owner - SEO - PPC & Digital Marketing Specialist**  
Marketing Web Development Agency | Manchester  
September 2022 - Present

- Achieved top-ranking positions for major proven agency-related keywords through directed and meticulously curated SEO strategies.
- Developed and implemented customized SEO strategies for a diverse range of clients, resulting in increased online visibility, substantial organic traffic growth, and improved customer engagement.
- Managed and optimized a series of website development projects, assuring search-friendly, responsive design, and user-friendly architecture.
- Designed and executed targeted PPC and display advertising campaigns across multiple platforms, driving robust lead generation and conversion rates.
- Conducted routine website audits and in-depth competitor analysis, ensuring that our SEO techniques remain cutting-edge and compliant with evolving search engine algorithms.
- Led comprehensive client consultations to provide insight into campaign performance, suggest improvements, and ensure alignment with their business goals.
- Hosted internal team meetings to review campaign performance, discuss algorithm updates, and stay abreast of emerging SEO trends, encouraging continuous learning and team growth.
- Capitalized on a deep understanding of digital marketing trends to offer high-level strategic direction, bolstering the agency's service offerings and client satisfaction.
- Applied strong sales and negotiation skills to expand our client base and forge lasting, profitable relationships.
- Harnessed the power of social media to engage with potential customers, build brand awareness, and enhance online presence. Created engaging content, managed social media ad campaigns, and regularly interacted with followers, ensuring an active and vibrant social media presence.

## **SEO & Digital Marketing Specialist**

**TKC Kitchens | Manchester**

**June 2021 - September 2022**

- Organized outreach campaigns.
- Designed, ran, and evaluated PPC tests.
- Managed SEO, PPC, and display advertising campaigns.
- Developed and implemented digital marketing strategies.
- Hosted monthly SEO meetings to discuss successful marketing techniques and algorithm updates.
- Completed regular detailed site audits.
- Analyzed and compared competitors using tools such as Google Page Speed Insights, Google Analytics, Search Console, and Ahrefs.
- Set SEO targets for the growth of traffic, visibility, and online sales.
- Contributed to a rise in the company's online traffic and rankings.
- Improved organic search results and pay-per-click (PPC) campaigns through research and identification of profitable keywords.
- Optimized copy and landing pages for search engine marketing.
- Worked with diverse businesses across a range of B2B Industries.
- Optimized YouTube video descriptions and titles, performed target keyword research, and tested videos.
- Provided insight for new content generation ideas, managed fresh content on YouTube, and coordinated with graphic designers for SEO-optimized thumbnails.
- Managed YouTube ad campaigns to increase followers and generate leads.

## **Director**

**Ziegal - BT Wholesale Partner | Manchester**

**August 2017 - June 2021**

- Set the strategic direction and goals for the company.
- Developed and implemented plans to achieve those goals.
- Led and managed the executive team and other key staff.
- Communicated with programmers, account executives, client organizations, and management to achieve objectives.
- Hosted monthly SEO meetings to discuss successful marketing techniques and algorithm updates.
- Managed on-page optimization, text content, header tags, appearance to crawlers, sitemaps, and link replacement.
- Monitored and evaluated search results and search performance across major search channels to improve rankings.
- Monitored and evaluated web analytics dashboards and reports to recommend SEO strategies.
- Communicated with team and management on project development, timelines, and results.
- Developed and managed budgets and financial plans.
- Oversaw the development and implementation of policies and procedures.
- Provided leadership and guidance to team members.
- Monitored the performance of the company and took corrective action as needed.

## Sales & Digital Marketing Manager

Alpha Group | London

2012 - 2017

- As the go-to SEO subject matter expert, guided the company through complex optimization issues while developing effective link-building strategies, leading to improved SEO positions for targeted keywords.
- Analyzed and recommended alterations to website architecture, contributing to a significant rise in the company's online visibility and rankings.
- Employed expert knowledge in content generation, optimizing YouTube video descriptions, titles, and conducting target keyword research. Managed and coordinated with graphic designers for SEO-optimized thumbnails and video testing.
- Orchestrated effective YouTube ad campaigns, driving growth and customer acquisition.
- Leveraged automation tools to maximize the efficiency and performance of online campaigns, demonstrating a solid understanding of current technology.
- Devised, launched, and analyzed PPC tests to refine marketing strategies and boost traffic, visibility, and online sales.
- Identified and seized growth opportunities across diverse B2B industries, resulting in organic improvements in search results and PPC campaigns.
- Utilized excellent sales acumen to handle complex SEO issues, optimize copy, and landing pages for search engine marketing. Conducted meticulous research and identification of profitable keywords.
- Led a small sales team, setting goals, offering guidance, and building a culture of high performance. Displayed exceptional skills in sales negotiation and deal closure, driving significant business growth.

## Direct Sales / Area Sales Manager / Regional Sales Manager / SEO & Lead Generation Specialist

Moben Kitchens | London

2004 - 2011

- Embarked on my career in direct sales, effectively managing inbound cold calling leads while setting and surpassing sales goals and targets. Developed and executed sales strategies and plans to achieve the set objectives.
- Advanced to Area Sales Manager, leveraging an analytical approach to scrutinize market trends and customer data, thereby identifying new business opportunities. Forged enduring relationships with potential customers and nurtured them to fruition.
- Promoted to the role of Regional Sales Manager, overseeing a team of sales representatives. Set targets, offered coaching and support, and conducted performance evaluations to drive team productivity and success.
- Implemented robust sales strategies and innovative marketing initiatives that allowed me to transform a new branch with zero initial sales to average monthly sales of £420,000.
- Ensured accurate and up-to-date records of sales activities and results, fostering transparency and enabling data-driven decisions.

- Developed and delivered compelling sales presentations to potential customers, highlighting the unique value proposition and tailored solutions offered by Moven Kitchens.
- Demonstrated strong negotiation skills in securing contracts and closing deals, contributing to the company's revenue growth.
- Recognized the need for digital marketing strategies in the evolving business landscape, starting with keyword research to align with client business objectives, optimize existing content, and uncover new opportunities.
- Assisted in the development and implementation of SEO strategies and managed on-page and off-page optimization. This marked the beginning of my foray into digital marketing and SEO.
- Implemented my learnings to analyze and recommend changes to website architecture to improve SEO positions for targeted keywords.
- Leveraged PPC campaigns as a means to self-generate leads, thereby reducing dependency on cold-calling leads. Through research and identification of profitable keywords, achieved significant improvements in organic search results and PPC campaigns.

#### **Education:**

GCSE & A-Levels

#### **Skills & Achievements:**

- Google Certified
- (GCP) Google Cloud Platform Deployment
- Ranked Websites No.1 in Google
- Expert in SEO, PPC, and content optimization
- Proficient in basic website design and development including HTML, CSS, JavaScript, and WordPress
- Proficient in use of SEO and analytics tools such as Google Analytics, Google Search Console, Ahrefs, and SEMrush
- Strong verbal and written communication skills
- Ability to work independently and in a team environment
- Proficiency in Microsoft Office and Google Suite
- Successfully led and scaled a new branch, increasing annual revenues to £5 million

#### **Personal Details:**

- Driver's License: Full UK - Eligible to work in the UK: Yes, British Born