

# Syed I Shehzad

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## CAREER SUMMARY

### Summary

A digital marketing strategist with over 15 years' experience within search marketing with huge depth in SEO. Extensive experience in helping deliver strong digital marketing solutions to brands of all sizes across most verticals including finance, travel, e-commerce, automotive, iGaming and more. Passionate about joined-up digital strategy where SEO, PPC, Social, affiliate and Email marketing working together to achieve a common goal and ensuring customer needs remain at the heart of decisions with action taken from data. At present working for a sports publisher that operates in multiple regions across the globe.

### DIGITAL SKILLS

Expert knowledge of Google Search Console and Google Analytics. Large scale keyword analysis, competitors' analysis and in-depth technical SEO audits. A wealth of web development experience: HTML, JavaScript, CSS and more. Working experience with various free, paid, and purpose-built CMS. Excellent knowledge of Microsoft Excel. Enhanced knowledge of SEM (Paid Marketing), Social Media Optimisation, outreach (link building) and Google penalty recoveries.

### MANAGEMENT & PEOPLE SKILLS

- Leadership and people management skills acquired in current and previous employments
- One-year certificate course '**Effective Leadership**' programme through Bauer Academy. Passed with **Distinction**.
- Project Management knowledge acquired in employment and academic studies
- Excellent communication skills; highly experienced in face-to-face client liaison

## EMPLOYMENT HISTORY

Spotlight Sports Group (SSG)	Head of SEO	Jan 2022 – Till Date
<p><b>Summary:</b> Hold primary responsibility for devising and overseeing the execution of the SEO strategy for SSG and its international sites. Leading a high performing team of SEO professionals in all aspects of SEO strategy, including Content SEO, Tech SEO and digital PR, as well as analysis and forecasting of organic search traffic. Collaborating closely with both internal and external teams to expand brand visibility and ROI through organic search in numerous territories including UK, US, Canada, Spain, Mexico, and South Korea.</p> <p><b>Key Achievements:</b></p> <ul style="list-style-type: none"><li>• Built and implemented a group SEO content framework that aimed to enhance global consistency while also remaining adaptable to incorporate local components.</li><li>• Led the strategic initiative to improve SSG's <b>Organizational Maturity in SEO</b>, ensuring better understanding and acceptability of SEO across various departments in the group, securing SEO buy-in from the C-suite.</li><li>• Collaborate and maintain key relationships with the senior stakeholders of Product, Editorial and Tech teams to ensure SEO remains at the forefront.</li><li>• Recently oversaw a seamless and successful site migration of racingpost.com, one of Group's flagship websites, with SEO at the forefront of the entire process.</li><li>• Leading the growth and development of the SEO team, identifying training needs and setting out succession planning for the team.</li><li>• Managing the budget of over £500K for the group's Digital PR activities.</li><li>• Successfully initiated multiple growth projects leading to substantial revenue boosts for key brands.</li><li>• Due to improved SEO planning in 2022 Pickswise.com reached an all-time high in organic traffic of 4M/month.</li></ul>		

Bauer Media UK	Head of SEO	Jun 2014 – Dec 2021
<b>Summary:</b> Started my role as an SEO Manager at Bauer, I advanced to the position of Head of SEO. Provided strategic guidance aimed at boosting organic visibility for numerous Specialist and Lifestyle portfolios. Provided regular reports on SEO performance and strategy roadmap to senior business stakeholders.		
<b>Key Achievements:</b> <ul style="list-style-type: none"> <li>Provided coaching and mentoring to ensure the team has well-defined goals and plans for professional growth</li> <li>Personally managed the SEO of Parkers.co.uk, which aided in elevating the site to the 4th largest automotive website in the UK while ensuring that it met all commercial objectives</li> <li>Conducted recurring SEO workshops for both the development and content teams</li> <li>Contributed to the successful launch of planetradio.co.uk, a challenging project that entailed the consolidation of over 50 local and national websites under one domain. The site was able to drive consistent growth in organic traffic</li> <li>Contributed to the successful launch of Mustard.co.uk and Whatsthebest.co.uk, both in the extreme competitive markets</li> <li>Collaborated with Social and Paid teams to ensure successful execution of SEO campaigns</li> </ul>		

Receptional Ltd.	SEO Team Manager	Jun 2012 – May 2014
Strategy and planning of both onsite & offsite SEO campaigns for budgets in excess of £20,000 per month. Compiling detailed competitor analysis, enabling correct strategy with realistic expectations for both market penetration and domination for both SMEs and large organisations including Ramblers, MajesticSEO, CashGenators, NQA, Ladbrook and more.		
<ul style="list-style-type: none"> <li>Running fully integrated SEO and Social campaigns, combined with other digital media (PPC, affiliates, display etc)</li> <li>Ensure that SEO campaigns are profitable and meet targets with clients achieving ROI targets</li> <li>Build and maintain client relationships</li> <li>Assisting business development team with SEO new business pitches</li> <li>Identify opportunities and up-sell SEO services to existing client portfolio</li> </ul>		

## EARLY CAREERS SUMMARY

Greenlight Digital	SEO Consultant	Feb 2012- Jun 2012
Hex Digital	SEO Manager	Aug 2011 – Feb 2012
Vedhas Ltd	SEO Consultant	Oct 2009 - Jul 2011
UK Language Solutions	SEO Executive	Jul 2006 - Sep 2009
Codis Ltd	Web Designer	Apr 2004 - Jun 2006

## PROFESSIONAL EDUCATION

Postgraduate Certificate in E-Business Management - Staffordshire University, UK	2006 - 2008
MSc Software Engineering - Iqra University Karachi, Pakistan	2001 - 2003
BS (Computer Science) - Preston University Karachi, Pakistan	1999 - 2001

## PROFESSIONAL CERTIFICATIONS

- Effective leadership - 12 Months programme
- Google Analytics Individual Qualification (IQ)
- Sitecore Certified Technology Specialist