

Rizwan Shihab

SEO SPECIALIST

Salford, Manchester M6 | rizwangadz@gmail.com | +44 7990278824

EXPERIENCE

Retable Limited

Growth Marketing Specialist

Feb 23 – Present

- Identified and targeted high-value keywords, resulting in a 300% increase in organic traffic within the past six months refining content strategy to align with user intent and executing on-page optimizations.
- Elevated search rankings through a comprehensive website audit that improved site speed by 15%, mobile responsiveness, and SEO factors, leading to a 20% uptick in organic search visibility.
- Led a targeted backlink acquisition campaign, securing high-quality links from authoritative domains, which bolstered search authority and significantly improved keyword rankings.
- Overhauled website user experience and interface, optimizing the conversion funnel, which boosted lead generation and customer acquisition via organic search channels.
- Implemented growth strategies that reduced customer acquisition costs by 20% while enhancing organic growth rates by 35%, ensuring a scalable business model.
- Fostered cross-functional collaboration with content, marketing, and product teams, ensuring the seamless integration of SEO initiatives into broader business strategies.
- Utilized Google Analytics 4 (GA4) and Data Studio to monitor performance, extract actionable insights, and deliver comprehensive reports to stakeholders, driving data-informed decision-making.

Klenko, Optomac LTD

Manchester, United Kingdom

Digital marketing Executive (Paid Internship)

Sept 23 – Jan 24

- Spearheaded the establishment and optimization of the company's digital presence by creating and managing seven specialized websites within diverse energy industry subsectors, achieving a cohesive online brand identity and broadened market reach.
- Dramatically improved click-through rates (CTR) by 70% through strategic website optimizations.
- Formulated and applied robust SEO strategies while leading multi-platform outreach efforts, resulting in a significant upsurge in website traffic and enhanced digital engagement.
- Conducted in-depth performance analytics for website metrics, pinpointing critical optimization areas and deploying targeted improvements to boost site efficiency and user experience.

Zodixy LLC

NM, United States

Marketing Specialist

Aug 2019 – Jan 2022

- Oversaw company outreach, executing lead generation strategies that secured a robust 30%+ annual growth rate.
- Integrated marketing automation tools such as 'Go High Level' and 'Active Campaign,' enhancing workflows and lead nurturing, which resulted in higher conversion rates.
- Sustained strong client relationships, delivering consistent updates and tailored reports, thereby reinforcing client satisfaction and retention.
- United cross-functional teams, including freelancers and white label partners, to produce harmonized and impactful client marketing initiatives.
- Fueled a 300% increase in client social media growth by producing viral, engaging videos.
- Devised and implemented targeted SEO strategies, significantly increasing organic search traffic and enhancing online visibility.

EDUCATION

University of Salford, Manchester, United Kingdom

Msc in Digital Marketing

Aligarh University, Uttar Pradesh, India

BA in Social Sciences

LEADERSHIP EXPERIENCE

Aligarh Initiative of Palliative Care

UP, India

Founding Member, Secretary

2021

- A Co-founded and played a pivotal role in establishing a palliative care organisation first of its kind in the state of UP, focused on providing compassionate support to financially vulnerable individuals who lacked assistance and resources.

- Actively participated in fundraising initiatives, community outreach programs, and awareness campaigns to promote the importance of palliative care services.

SKILLS

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|-----------------------------|----------------------------------|------------------------|
| • On-Page & Off-Page SEO | • Local SEO | • Social Media SEO |
| • Advanced Keyword Research | • SEO Optimized Creative Content | • Link Building |
| • Copywriting | • Branding | • Marketing Automation |

TOOLS & EXPERTISE

- SEO: SEM Rush, Ahrefs, Screaming Frog, Schema Markup and Uber Suggest
- PPC: Meta Ads, Google Ads, Tik Tok Ads and Twitter Ads (X)
- Google Tools: Analytics, Search Console and Tag Manager
- Email Marketing: Brevo (Sendin blue) and Klaviyo
- CRMs: Go Highlevel and Hubspot
- Others: Wordpress, and Shopify

CERTIFICATIONS

- SEO CERTIFICATION BY HUBSPOT
- HUBSPOT CONTENT MARKETING CERTIFICATION
- DIGITAL MARKETING CONSULTANT CERTIFICATION (Aadme Institute, Bangalore)