

# JAMAL MUSTAFA

Pakistan

mustafajamal71@gmail.com

[linkedin.com/in/jamal-mustafa-63924519b](https://www.linkedin.com/in/jamal-mustafa-63924519b)

## Summary

A passionate Internet marketing expert with more than four years of experience, an expert in Digital Marketing campaigns, Search Engine Optimization (SEO), Social Media Marketing (SMM), Search Engine Marketing (SEM), Social Media Optimization (SMO), Funnel Building & Email Marketing.

- ★ Currently as an SEO & Digital Marketing Expert with 4 Years plus of experience.
- ★ Planning and execution of the projects, responsible to create planning, and managing online marketing strategies for clients and web products.
- ★ Manage and develop effective SEO strategies to improve web traffic/monitor/track and evaluate campaign performance analytics, based on client targets keywords and baselines.
- ★ SMO activities along with analyzing the traffic, competitor's analysis, rankings of websites, and maintaining brand reputation.
- ★ Tracking daily, weekly & monthly KPIs to identify opportunities for improvement in performance & regularly reporting to management.
- ★ Developing & implementing effective PPC campaigns to hit goals and ROI, both short term and long term.
- ★ Assign and review the work of team members in a qualitative manner.
- ★ Head of Online Marketing department reports to CEO & direct clients.
- ★ Client relationship management through Voice and Email
- ★ Coordination with design and development teams to build user interface design and search engine-friendly sites.
- ★ Website source code analysis, Keyword analysis, research and recommendation, Competitive Analysis, Content optimization, and writing keyword-rich page-specific Meta tags.
- ★ Expertise with Google Analytics, Google Search Console, Google Tag Manager, Google Data Studio, Keyword Planner, Ahrefs, Semrush etc.
- ★ Maintain Online Reputation Management and brand management.
- ★ Promoting the Wholesale Project for UK/US/AU etc International clients.
- ★ Traffic reports using Google Analytical tools.
- ★ Generate Fortnightly and Month End Status Reports for clients.
- ★ Knowledge of Google Ads Facebook Advertising, Instagram Marketing, P

## Experience



### SEO Assistant

Bright Leads Media

Aug 2023 - Oct 2023 (3 months)

### Digital Marketing Specialist

eApproch

Apr 2022 - Aug 2023 (1 year 5 months)



### Search Engine Optimization Executive

DMoose

Jun 2021 - May 2022 (1 year)



### **Search Engine Optimization Manager**

LocalPro1

Nov 2020 - May 2021 (7 months)



### **Search Engine Optimization Specialist**

Techeberg IT Solutions

Mar 2020 - Oct 2020 (8 months)



### **Search Engine Optimization Expert**

Hukumat Networks

Apr 2019 - Jan 2020 (10 months)

## **Education**



### **University of the Punjab**

Bachelors, Computer Science

Sep 2017 - Apr 2019

## **Licenses & Certifications**



### **SEO Executive - DMoose**

## **Skills**

Search Engine Technology • E-Commerce • SEOMoz • Graphic Design • Tiktok Marketing •  
Pinterest Marketing • Web Content Writing • Facebook Marketing • Sales • Google Ads