



# Zain Abbas | Digital Marketing Professional

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## Profile

Digital marketing specialist with 4.5 years of experience implementing SEO and content marketing strategies. Creating marketing content in several industries. Demonstrated strong communication skills and adept writing abilities proven to successfully increase engagement. Experienced in managing freelance writers and link-builders. Proficient in Google Search Console, Google Analytics, copywriting, content strategy, Google Ads & Facebook ads.

## Education

Bachelor of Arts | University of Sargodha

## Courses

- Master of Digital Marketing – LinkedIn Learning
- Become an SEO Expert – LinkedIn Learning
- Content Strategist – LinkedIn Learning
- Content Marketing – HubSpot Academy
- Blogging & Amazon Affiliate Marketing – Udemy
- SEO Audit – Udemy
- SEO Training + SEO for WordPress Websites – Udemy

## Skills

- Digital Marketing
- Social Media Marketing
- Social Media Management
- Content Planning
- Content Strategy
- Content Creation
- SEO content writing
- Web Copies
- Copywriting
- Blogging
- SEO
- SMO
- Link Building
- Keyword Research
- Google Analytics
- Google Search Console
- Communication Skills
- Time Management

## Work Experiences

### Team Lead of Content Marketing Department - Digital Media Line 2019 - 2022

- Successfully written 700+ articles and completed over 200 website content in many industries.
- Created 20+ SEO campaigns for websites with complex media and blog structure.
- Administrated multiple digital accounts, including developing, implementing & optimization of Google Ads & Facebook Ads campaigns.
- Created SEO rich content for many clients.
- Evaluated user engagement by using Google Analytics to track the effectiveness of Digital Marketing Campaigns.
- Reviewed Corporate and client websites for tracking performance and optimal search engine rankings.
- Content planning, content creation, article writing, website content writing, website content development, product description and also serves as a blog post writer.
- Stayed up to date with new trends of Market and newest guidelines of Digital Marketing & SEO.

### SEO & Content Specialist – Bahria Town Corporate Office 2022 – Present

- Created, Planned, executed social media marketing & customer engagement campaigns to meet brand – building objectives.
- Initiated & managed social media presence on Facebook, Instagram, Twitter, YouTube & other emerging social media platforms.
- Responsible for the implementation of advanced Search Engine Optimization tactics onto the website of Bahria Town.
- Wrote new content & optimized existing website content for specific keywords.
- Monitored changes in Search Engine algorithms and best practices to achieve the best SEO practices.
- Writing copy for social media posts, digital ads and website to help in establishing a brand voice.
- Served as an in – house consultant providing social media support to content marketing team.
- Created social media campaigns to support brand initiatives of marketing team.
- Conducted live social media viewings at various company events to incite social media engagement.
- Run Paid ads on Facebook, Instagram platforms to reach campaign objectives upload and tag videos on foster farms YouTube channel.
- Managing the company’s YouTube channel, uploading the videos did the SEO for search engines.

## Hobbies & Interests

- Reading (fiction & non – fiction books, magazines, etc.)
- Writing (blog posts, articles, books etc.)
- Eager to learn new skills
- Enjoy playing Badminton
- Cooking & Baking
- Going out & eating at restaurants
- Mentoring or Coaching
- Travelling & Backpacking