




MUHAMMAD ASAD

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OBJECTIVE

Be the best in what I do and achieve great results for whoever I work with. For me, failure is just finding ways to win.



EXPERIENCE

Senior SEO Executive | Digital Dividend Global | Karachi, Pakistan

OCT 2022 – PRESENT

RESPONSIBILITIES:

- Successfully led and managed a high-performing team of SEO specialists, content writers, and teachers, providing mentorship and guidance to consistently exceed KPIs and business objectives.
- Developed and implemented comprehensive digital marketing strategies across SEO, content marketing, and social media channels, resulting in significant improvements in organic traffic, SERP rankings, and conversions.
- Spearheaded collaboration with development teams to ensure seamless execution of digital marketing campaigns, including timely website updates, optimized landing pages, and technical SEO implementations.
- Established strong relationships with clients and internal stakeholders, effectively aligning project objectives with business goals and consistently delivering results that exceeded expectations.
- Conducted in-depth analyses of marketing campaigns, website traffic, and social media engagement, utilizing data-driven insights to optimize performance and identify growth opportunities.
- Implemented best practices in on-page optimization, technical SEO, and content strategy, resulting in improved website performance, user experience, and search engine visibility.
- Stayed at the forefront of digital marketing trends and SEO best practices, regularly sharing knowledge with the team to drive continuous improvement and maintain a competitive edge in the industry.
- Developed and executed successful link-building strategies to enhance domain authority and improve search rankings for key target keywords.
- Utilized advanced SEO tools and analytics platforms to track performance, generate comprehensive reports, and provide actionable recommendations to stakeholders.
- Technically proficient in programming languages, with the ability to write and troubleshoot code using ChatGPT prompts to fix technical SEO issues in HTML, CSS, JavaScript, Ruby, PHP, and React Native.

ACHIEVEMENTS:

- Increased traffic of a US based towing company website from zero to 100+ Leads a month and continued for an year
- Increased traffic of a US luxury car service website from 50 leads to 120+ a month and remained consistent for 12 months
- Increased traffic of a kids education website in USA, Canada, UK and Australia, and increased app downloads from 300+ to 1500+ a month consistently for 4 months
- Increased GMB rankings using local SEO strategies within 3 months of consistent efforts

Senior Digital Marketing Executive (SEO) | Intersys LTD

JUL 2020 – JUN 2022

RESPONSIBILITIES:

- Developed and implemented comprehensive SEO strategies, resulting in significant improvements in SERP rankings and organic traffic for key target keywords.
- Successfully executed on-page and technical SEO optimizations, including the implementation of Personal and Business Google Knowledge Graphs, leading to enhanced search visibility and website performance.
- Designed and managed effective link-building campaigns, including guest posting and outreach initiatives, significantly increasing domain authority and referral traffic.
- Conducted regular SEO audits and performance analyses, utilizing advanced analytics tools to monitor rankings, identify optimization opportunities, and implement data-driven improvements.
- Led content marketing initiatives aligned with SEO best practices, overseeing keyword research, content creation, and on-page optimization to drive organic growth and improve search rankings.

ACHIEVEMENTS:

- Using SEO and PR strategies, achieved Google Knowledge Graphs of 40+ clients in 6 months
- Achieved high quality 90+ DA Backlinks for Free for 20+ clients

Digital Marketing Executive (SEO) | Nine Trading International

SEP 2019 – MAR 2020

- Assisted in planning and executing SEO strategies to improve search rankings and conversions.
- Implemented on-page and off-page SEO techniques, including keyword optimization and Meta tags update.
- Monitored and optimized Amazon PPC campaigns and Google Ads to align with SEO goals.
- Tracked performance using analytics tools and provided insights for ongoing SEO improvements.
- Conducted keyword research and competitor analysis to support SEO strategy development.

Social Media Coordinator | Fateh Store LTD

JULY 2018 – JUNE 2019

- Managed Social Media Accounts such as Facebook, Instagram, Twitter & LinkedIn
- Optimized products on e-commerce websites such as Daraz.pk, Yayvo.com & Goto.com.pk
- Monitored Facebook PPC campaigns and optimized regularly
- Provided IT-related solutions to non-technical managers

- Increased online sales using Facebook & Instagram Ads with 200% ROI in 6 months

SEO Intern | Enomsoft LTD

SEP 2017 – MAR 2018

- Managed Social Media Accounts such as Facebook, Twitter and Google+
- Perform on-page and off-page SEO for Wordpress websites in US, UK & Canada
- Enlisted products on online E-commerce marketplaces (Amazon & eBay)
- Kept order records of the customers from Websites and Marketplaces
- Optimized content as per Google search principles for products
- Proofread content and added it as product description on website and marketplaces
- Researched new products for websites and marketplaces



EDUCATION

Bachelors in Computer Science | PAF KIET

Karachi, Pakistan



TOOLS AND EXPERTISE

- SEMrush
- AHREFs
- Google Keyword Planner
- Google Search Console
- Google Tag Manager
- Yoast SEO / Rank Math
- Technically sound about coding
- Moz
- Google Sheets
- Google Trends
- Google Analytics 4
- Slack / Teams / Skype
- Click Up / Jira / Trello
- Prompt Engineer



CERTIFICATION

- Digital Marketing Certification – Digiskills.pk
- SEO Certification – Digiskills.pk
- Keyword Research Exam – SEMrush
- Engage & Convert: The Ultimate Email Marketing Guide – SEMrush
- Google Soft Skills Program Certified
- Accelerated Personal Development Program – Towards Brilliance
- Effective Career Development Conversations – Canopy
- SMM Fundamentals Exam – SEMrush
- Digital Marketing Associate – SmStudy
- Social Media Marketing Certification – Udemy
- Event Organizer – COMBAT 16 (University Event)