

Contact

Phone

+92-336-377-0878

Email

masad6965@gmail.com

Address

Gulshan e Iqbal 13E, Karachi

LinkedIn

<https://bit.ly/m-asad-linkedin>

Education

2020

BSCS

PAF KIET

2013

INTERMEDIATE

FIC MALIR KARACHI

2011

MATRICULATION

FIC MALIR KARACHI

Skills

- Data Driven SEO
- Social Media Optimization
- Digital Marketing

Certification

- Digital Marketing (Digiskills)
- Keyword Research (Semrush)
- SEO (Digiskills)

Tools

- Google Analytics 4 & Tag Manager
- Google Search Console
- Semrush / Keyword Planner / Ahrefs
- Hootsuite / Social Champ
- Yoast SEO / Rank Math
- Google Dynamic Links / Bitly
- Trello / ClickUp / Slack / Teams

Interests

- Mobile Photography & Maps
- Reading Articles
- PC Gaming

Muhammad Asad

SENIOR SEO SPECIALIST

Dedicated team player with proven leadership and communication skills. Seeking an opportunity to leverage my talents in your company. I have the follow-through and positive attitude that will allow me to achieve company targets.

Experience

Oct 2022 - Present

Digital Dividend Pakistan I Karachi, Pakistan

Senior SEO Executive - Team Lead

- Lead and manage a team of 3 SEOs, 3 content writers, 2 social media marketers, and 3 teachers, providing guidance, mentorship, and support to ensure high-quality work and achievement of goals and objectives.
- Develop and execute digital marketing strategies across multiple channels, including SEO, content marketing, social media, email, and PPC advertising, in order to achieve business objectives.
- Coordinate with dev team to ensure timely & effective execution of digital marketing campaigns and initiatives, including website updates, landing pages, and other technical requirements.
- Collaborate with clients and internal stakeholders to define project objectives, deliverables, timelines & budgets, ensuring alignment with business objectives and client needs.
- Conduct regular analyses of marketing campaigns, website traffic, social media engagement, and other key performance indicators, using data to inform ongoing optimization efforts and identify opportunities for improvement.
- Stay up-to-date with the latest trends and best practices in digital marketing, and share knowledge and insights with the team in order to continuously improve the quality and effectiveness of our marketing efforts.

Jul 2020 - Jun 2022

Abtach LTD I Karachi, Pakistan

Senior Digital Marketing Executive

- Managed and oversaw all social media content and strategy responsibilities
- Managed and coordinated content marketing projects
- Successful implementation of Personal and Business Google Knowledge Graphs
- Implemented on-page & off-page SEO and implemented best SEO practices fixes for better results
- Outreached websites for guest posting resources and link building
- Monitored, tracked and analyzed ranking performance on an ongoing basis, and optimized SEO campaigns as necessary

Sep 2019 - Mar 2020

Nine Trading International I Karachi, Pakistan

Digital Media Optimization Executive

- Managed Social Media Accounts such as Facebook, Instagram and Pinterest
- Estimated, prioritized, planned and coordinated social media strategies
- Identified and implemented strategies for on-page & off-page SEO
- Developed and applied strategies monthly to generate conversion
- Monitored Amazon PPC campaigns & Google Ads and optimized if required
- Tracked campaigns and gathered data for better results
- Managed a team of 4, assigned and coordinated tasks
- Brainstormed on issues as a team and jumped to conclusions

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Muhammad Asad

DIGITAL MARKETING SPECIALIST

Dedicated team player with proven leadership and communication skills. Seeking an opportunity to leverage my talents in your company. I have the follow-through and positive attitude that will allow me to achieve company targets.

Experience

○ Jul 2018 – Jun 2019

Fateh Store LTD | Karachi, Pakistan

Social Media Coordinator

- Managed Social Media Accounts such as Facebook, Instagram, Twitter & LinkedIn
- Optimized products on e-commerce websites such as Daraz, Yayvo & Goto
- Monitored Facebook PPC campaigns and optimize daily
- Provided IT-related solutions to non-technical managers
- Increased sales using Facebook & Instagram Ads with 200% ROI

○ Sep 2017 – Mar 2018

Enomsoft | Karachi, Pakistan

SEO Internship

- 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