

NAJAM UL SAQIB KHAN

Digital Marketing & SEO Expert

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EXPERIENCE

Digital Marketing Manager

Firm Tech Services

Dec 2020 - Ongoing

Paragon, Lhr

- Created and integrated new digital marketing campaigns; Managed and coordinated a team of 15 employees.
- Build, plan and implement the overall digital marketing strategy; manage the strategy.
- Manage and train the rest of the team; stay up-to-date with latest technology and best practices.
- Track and measure SEO and Google Analytic metrics and provide reports.
- Monitored and analyzed the performance of the clients projects and conducted monthly reports.
- As a manager i have manage all USA based Local and international Projects like GMB listings, Landing Pages Concept, website and Social Media Marketing.
- Prepare and manage digital marketing budget; oversee all the company's social media accounts.

Senior SEO Specialist

Desire Web Solutions

March 2018 - Dec 2020

DHA Phase 6, LHR

- Managed and monitored ranking and results for certain search engines.
- Conducted SEO research and optimized existing web content in accordance with research.
- Developed and implemented SEO strategies including creating SEO optimized content, and researching keywords and search engine rankings
- Developed marketing content and assisted in link building.
- Developed a new content strategy and provided continuous feedback to the managers and web development team.
- Significantly increased online sign-up conversion from 15
- Developed and implemented data-driven strategies for interactive marketing campaigns which significantly increased brand awareness in the market.

Junior SEO Specialist

Realist Media

2017 - 2018

DHA, LHR

- Website SEO (On-Page, Off-Page and Technical SEO).
- Developed and implemented SEO strategies including creating SEO optimized content, and researching keywords and search engine rankings.
- Managed and monitored ranking and results for certain search engines.
- Awarded Employee of the Month twice for performing great work.

LIFE PHILOSOPHY

"Be with someone who inspires you and makes you be the best version of yourself."

MOST PROUD OF



Digital Marketing

Best Team Lead Award



Persistence & Loyalty

I showed despite the hard moments and my willingness to stay with Nat-slime after the acquisition

STRENGTHS

Hard-working (18/24)

Persuasive

Motivator & Leader

SEO

Social Media

Digital Marketing

Word Press & Shopify

PPC

Google Adsence

SEO Keyword Research

Affiliate Marketing

Google My Business

Landing Pages For PPC

Link Building

Guest Posting

LANGUAGES

Urdu

Punjabi

English



EDUCATION

B.S. in Computer Science

Lahore Garisson University

Sept 2015 - June 2019

Intermediate.

TG Collage Lahore

Sept 2013 - Aug 2015

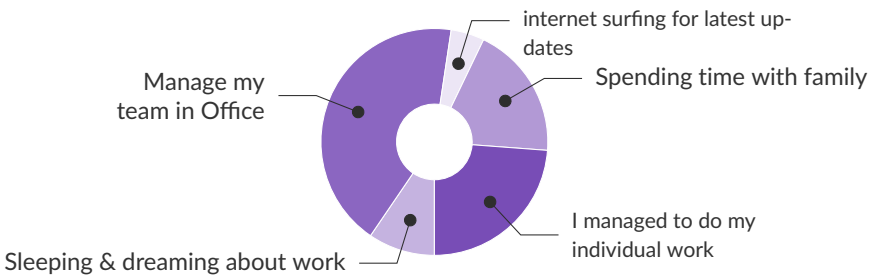
Internship

TechRoid Solutions

📅 Sep 2017 – Dec 2017

📍 Mughalpura, LHR

A DAY OF MY LIFE



INTERESTS

- Reading book
- Internet Surfing
- Basket Ball
- Cricket
- Long Drive
- Photography
- Swimming
- Horse Riding
- Blogging
- Camping

SKILLS

- On-Page SEO
- Off-Page SEO
- Technical SEO
- Local SEO
- International SEO
- APP Store Optimization
- PPC
- Social Media Marketing
- Content Optimizer
- E-commerce SEO
- Search Advertiser
- YouTube SEO
- Website Audit

TOOLS

- Ahrefs
- MOZ Pro
- Semrush
- Screaming Frog SEO
- Wordpress Builder
- Google Search Console
- Wix Website Builder
- Google Analytics
- Facebook ads manager
- Google Tag Manager
- Canva
- Photo-shop
- Google Keyword planner
- Keyword Everywhere Extension
- Page-speed Insight
- Google Tag Manager
- Google Trends
- Youtube Keyword Tool
- Keyword Surfer
- Amazon Sonar
- Words-stream Keyword Tool