


# Fahad Bin Zafar

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## Summary

Professional SEO Specialist with 10+ years of experience in field, good command on On-Page as well as Off-Page SEO, analyzing market niche to find better opportunities and improvements to boost conversions or to improve Click through Rate. Worked in Paid Marketing as well as excelled in different computer programming Languages including C#, Python, Java, PHP and VBA. Development experience included desktop applications and automation.

## Experience

### **Senior SEO Specialist**

USEO - United Search Engine Optimization

Apr 2019 - Present (3 years 4 months +)

Working in a leading Digital Marketing agency as an SEO specialist. Responsible for SEO growth for highly competitive clients in the market. Proven record of meeting guaranteed results.

Highlights:

- Recommend changes to website structure, content, linking, and other factors to improve SEO positions for target keywords.
- Perform ongoing keyword discovery, expansion, and optimization
- Search competitor analysis in major niches and identify untapped opportunities.
- Research and implement SEO recommendations.
- Responsible for making, the low-performing websites, successful.
- Automation Strategies and developments.

### **Sr. Digital Marketing Specialist**

Sofizar / ConstellationCK

Mar 2015 - Mar 2019 (4 years 1 month)

Responsible for developing & implementing digital strategies for Paid, SEO, and Social Media campaigns from the ground up.

### **SEO Analyst**

Sofizar / ConstellationCK

Mar 2013 - Apr 2015 (2 years 2 months)

Overseeing the management of a portfolio of campaigns, and responsible for building, developing and implementing SEO and Social Media strategies from the ground up.

### **SEO Expert**

Sofizar / ConstellationCK

Mar 2011 - Dec 2013 (2 years 10 months)

Learn a lot about SEO and its strategies, how to maintain a website, how to use Ftp for data uploading and downloading, Dreamweaver to manage a webpage, Google analytics for site traffic analysis, keyword and other Dimensions analysis, Webmaster for website maintenance, creating a SEO friendly site structure and its maintenance.

## **Marketing Analyst**

Sofizar / ConstellationCK

May 2012 - Oct 2012 (6 months)

Internet Marketing Analyst

AdWords Campaign Management

## **Education**

### **University of Management and Technology - UMT**

Master of Computer science, Information Technology

2013 - 2015

### **COMSATS Institute of Information and Technology**

Master of Business Administration (M.B.A.), Finance

2009 - 2011

Lahore Campus

## **Licenses & Certifications**

### **The Fundamentals of digital marketing - Google Digital Garage**

HUX LEE 34T

## **Skills**

SEO • Google Adwords • E-commerce SEO • SMO • SEM • Web Development • Social Media Marketing • Blogging • Market Analysis • Email Marketing