



# Syed Anas Jamal

## Digital Marketing Specialist

I love delving into the world of SEO and using my skills to enhance organizational performance. I have had the opportunity to work on a variety of projects for a range of clients and industries. I am always interested to generate new ideas while looking for opportunities to support in expanding the knowledge of my co-workers and team.



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Dubai



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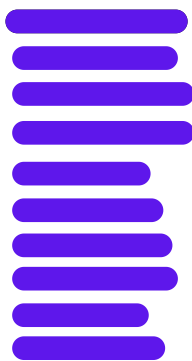


Anasjamal57

## SKILL

### Specialization

- On Page SEO
- Off Page SEO
- Website Audit
- Keywords Research
- SM Ads Management
- Email Marketing
- Reporting & Analytics
- Search Console
- Adobe Photoshop
- Filmora



## EDUCATION

Mohammad Ali Jinnah University  
Bs-Software Engineering 2018

Board Of Intermediate Education,  
Karachi  
Intermediate , Year 2013

Board Of Secondary Education,  
Karachi  
Secondary , Year 2011

## ATTRIBUTES

- Priorities a heavy workload
- Meet and deliver customer expectations
- Multi-task and open to changing direction
- Work under pressure
- Work remote
- Build strong working client relationships

## CERTIFICATES

- SEO Certified
- Digital Marketing Certified
- Advance Google Analytics Certificate
- Google Ads Search Certification

## EXPERTISE ON TOOLS

- Google Analytics
- Google Search Console
- Google Tag Manager
- Google ads
- Google Studio
- Keyword planner
- Optimize Google
- Ahrefs
- SEMrush
- Kwfinder
- Spyfu
- Ispionage
- Screaming Frog
- Woorank
- Moz
- Mailchimp
- Aweber
- Hoot suit
- Buffer
- Majestics
- Netinsight
- Omniture
- Webtrends

# WORK EXPERIENCES

## Nexus Corporation ltd

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### *Senior SEO Executive | December 2020 - To Date*

- Curated and Implemented On-Page and Off-Page strategies for 40+ websites related to Writing, Blogging, Branding, and Academic product websites.
- I led and managed a team of 20+ members for off-page, monitored their work, and gave ideas about new implementation strategies.
- Conducted the Audit of Websites and provided the best suggestions for implementation according to SEO Growth hacking.
- Shaped the website content strategy with the best Research and coordinated with creative content writers for implementation.
- Conducted A/B testing and brought insight to uncover business opportunities.
- Analyzed and Researched end-to-end website user experience, developed data-driven insight, and provided recommendations on Conversion Rate Optimization (CRO).
- I worked on increasing the online organization's reputation management (ORM) and reducing negative impact.
- Worked closely with developers to ensure SEO best practices are properly implemented on existing and newly developed websites

## Polotech Solutions

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### *Digital Marketing Specialist | November 2018 - December 2020*

- Created plans for multiple companies, including our main company's website for SEO/SEM, email campaigns, social media, and display advertising.
- Implemented company SEO plans and created roadmaps for accomplishment.
- Worked on SEO On-page optimization as an on-page custodian and implemented the best strategy on the website.
- Completed daily, weekly and monthly tracking reports for traffic and keywords performance.
- Worked with web developers to ensure digital marketing campaigns are fully optimized & all required lead acquisition components, lead routing & processes are working effectively.
- Managed social media planning for the execution of marketing strategies and community management.
- Successfully spearheaded campaigns on social media platforms, including Facebook and Instagram.
- Created attractive email campaigns or promoted your product through email (Aweber, Mail chimp).

## LANGUAGES

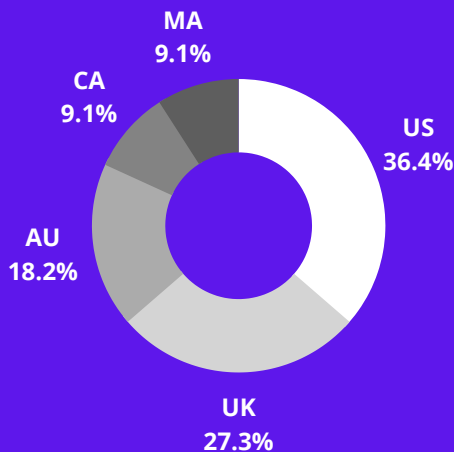
Urdu ★★★★★

English ★★★

## HOBBIES / INTEREST



## COUNTRY PROJECTS



# WORK EXPERIENCES

## Nexron Digital Agency

*Junior SEO Executive | August 2018 - November 2018*

- Developed on-site body content, Meta description and page title in support of SEO strategies.
- Designed templates for the content management system to promote SEO and conversion best practices and the efficient use of HTML tags.
- Complete off page SEO experience using different strategies like web 2.0, blog commenting, profile linking etc.
- Video making using social media and other platforms.
- Experience of making SEO friendly silos structure websites.
- Worked productively with client and staff to established project scopes and accomplish milestones.
- Stayed up-to-date evolving SEO trends, practices and guidelines.
- Complete daily, weekly and monthly tracking reports for traffic and keywords performance.

## Minibig Technology

*SEO Internship | May 2018 - July 2018*

- Audit Website
- Social Media Posting
- Handling Off Page Activity
- Blog Commenting
- Link Building
- Classified add posting
- Directory Submission
- Handling pages of website posting Ads

## Logicose

*Digital Marketing Internship | March 2018 - May 2018*

- Reviews and implements changes to websites;
- Posting ads
- Uploading Product In E-commerce Website
- Reviews Generating of Videos
- Creating pages and uploading Blogs on word press
- Product uploading on word press