

# Muhammad Awais Akhtar

## SEO And Digital Marketing

📞 0449670030

✉️ [awaisakhter59@gmail.com](mailto:awaisakhter59@gmail.com)

🏠 Jandakot 6164 WA

🌐 [LinkedIn Profile](#)

### SUMMARY

A dynamic Marketing and Communications Specialist with expertise in planning, implementing, and developing innovative marketing strategies. Proven knowledge in SEO, digital marketing, and communication projects for various business groups and partners. Competent across all job functions with a broad understanding of industry practices, techniques, and standards.

### ACQUIRED SKILLS

- Social Media Marketing
- Social Media Management
- Meta Ads Management
- Google Ads Management
- Graphic Design (Canva)
- Conversion Rate Optimization
- Community Engagement
- Search Engine Optimization
- On-Page/Off-Page SEO
- Link Building
- Technical SEO
- Google Business Marketing
- E-commerce Management
- Market and Competitor Analysis
- Meet Deadlines
- Time Management
- Team Collaboration
- Client Relationship management
- Analytical Thinking
- CMS Management
- Team Communication

### PROFESSIONAL EXPERIENCE

#### Marketing and SEO Specialist

Aug 2023 - Apr 2024

##### *Self-Employed – Australia*

- Developed targeted marketing campaigns, enhancing social media engagement with platform-specific content, and regularly updating the company blog to attract and retain customers.
- Maintained a consistent brand voice across all communication channels, developed compelling press releases for new product features and company milestones, and led public relations efforts to secure positive media coverage.
- Implemented comprehensive SEO strategies, including meta tags, Google Tags, GA4, URL structures, XML sitemaps, and backlinks, to enhance website visibility and improve search rankings.
- Utilized Google Analytics and other tools to monitor digital marketing performance, measure campaign success, and identify areas for improvement, ensuring cost-effective budget management, while leveraging marketing automation tools like Mailchimp and HubSpot, and managing Zoho CRM for efficient handling of emails, quotes, and marketing tasks, enhancing overall marketing management.

#### Digital Marketing and SEO Specialist

Nov 2021 - Aug 2023

##### *MAAC STUDIOS – Wollongong*

- Increased organic website traffic by 45% through comprehensive digital marketing strategies, including on-page optimization and off-page guest posting, keyword research, and competitor analysis, resulting in a 25% increase in organic visibility.
- Managed and optimized Google Ads and Meta Ads campaigns, reducing cost-per-click by 20%, while creating engaging content for blogs, social media, and email campaigns, significantly increasing social media followers by 50%, email subscribers by 35%, and driving substantial ROI through strategic targeting, creative development, and budget management.
- Analyzed website performance using GA4, Ahrefs, Semrush, and Keyword Planner, and conducted A/B testing to optimize landing pages and email campaigns for better results.
- Worked closely with cross-functional teams to develop cohesive digital marketing strategies, leading to increased sales revenue and improved overall marketing effectiveness.

#### WordPress Web Designer

Sep 2018 - Feb 2020

##### *Glaxit Pty Ltd - Pakistan*

- Developed and customized WordPress themes and plugins to meet client specifications, ensuring responsive design and optimal performance.
- Managed website maintenance and updates, including regular backups, security monitoring, and troubleshooting technical issues.
- Implemented SEO best practices, enhancing website visibility and improving organic search rankings through effective keyword integration and site structure optimization.
- Collaborated with cross-functional teams, including designers, content creators, and marketing specialists, to deliver seamless user experiences and achieve project goals.
- Worked closely with clients, project managers, and teammates to meet project deadlines and goals.

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## EDUCATION

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### **Master of Science: Computer Science**

**07/2022**

*University of Wollongong - Wollongong, NSW*

### **Bachelor of Science: Software Engineering**

**01/2018**

*Riphah International University - Pakistan*

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## CERTIFICATIONS

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- Scrumstudy - Scrum Fundamental- 2018
- Digiskills- User and manual testing fundamentals- 2018
- RankSheet - Android for users- 2019
- RankSheet - Manual Software Testing- 2019
- Digiskills - Digital Marketing- 2019
- Udemy- Facebook Ads Management- 2022
- Udemy- Complete Microsoft Power BI Bootcamp- 2022
- SkilSoft - Building a Digital market via websites and email- 2023
- SkilSoft - Embracing the Digital Opportunity- 2023

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## TOOLS EXPERIENCE

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| <ul style="list-style-type: none"> <li>• SEMrush</li> <li>• Ahref</li> <li>• Google Analytics 4</li> <li>• Google Console</li> </ul> | <ul style="list-style-type: none"> <li>• Jira</li> <li>• Zoho</li> <li>• Asana</li> <li>• HubSpot</li> </ul> | <ul style="list-style-type: none"> <li>• Zendesk</li> <li>• HootSuite</li> <li>• Shopify</li> <li>• WordPress</li> </ul> |
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## REFERENCE

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