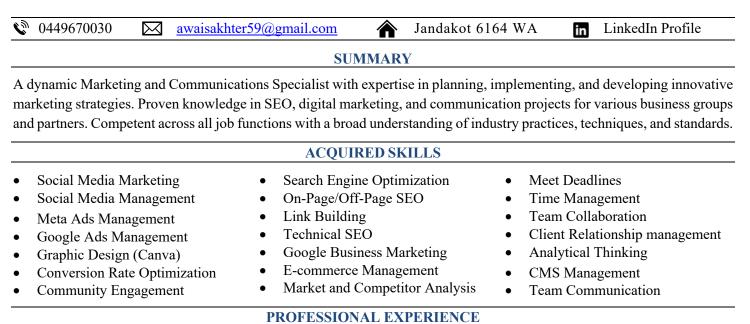
# **Muhammad Awais Akhtar**

**SEO And Digital Marketing** 



# **Marketing and SEO Specialist**

#### 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**

# 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

Glaxit Pty Ltd - Pakistan

# Nov 2021 - Aug 2023

# Aug 2023 - Apr 2024

- 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.

07/2022

01/2018

• Worked closely with clients, project managers, and teammates to meet project deadlines and goals.

#### **EDUCATION**

# Master of Science: Computer Science

University of Wollongong - Wollongong, NSW

# **Bachelor of Science: Software Engineering**

Riphah International University - Pakistan

#### CERTIFICATIONS

- 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

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- 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

TOOLS EXPERIENCE		
<ul> <li>SEMrush</li> <li>Ahref</li> <li>Google Analytics 4</li> <li>Google Console</li> </ul>	<ul><li>Jira</li><li>Zoho</li><li>Asana</li><li>HubSpot</li></ul>	<ul><li>Zendesk</li><li>HootSuite</li><li>Shopify</li><li>WordPress</li></ul>
	REFRENCE	