SHABEER

[SHABEER.225061@2freemail.com](mailto:SHABEER.225061@2freemail.com)

SEO - Social Media – Digital Marketing

**Overview**

Young Energetic Digital Marketer with 6+ Years of Experience in managing and optimizing Digital/online marketing campaigns for B2B & B2C across diverse industries like Manufacturing, E-commerce, Shopping, Education, IT, Tourism...

**Skills**

Search Engine Optimization

Search Advertising Campaigns

Display Advertising Campaigns

Google Analytics

Social Media Marketing

Face book Marketing



Landing Page Optimization

Email Marketing

SMS Marketing

WhatsApp Marketing

Market Research

CMS Word Press, HTML & CSS

Google Webmaster

Content Marketing

Photoshop, Dream Weaver & Illustrator

Online Customer Support

**Work Experience**

**Digital Marketing Executive**

Sabin Plastic Industries LLC Feb 2017 – May 2017

**Responsibilities**

Search Engine Optimization

* Manage all SEO activities such as Onsite Optimization, Content Strategy, Link Building and Keyword Strategy etc.
* Execute SEO analysis and recommendations in coordination with elements and structure of websites

and web pages.

* Providing recommendations and execute strategies for content development in coordination with SEO

goals – general and keyword specific

* Using ethical/white-hat SEO techniques to produce high rankings for numerous keywords for various websites.
* Expert in increase the visibility, visitors to the webpage and web shop.
* Executing search engine programs (XML sitemaps, Google Analytics, webmaster tools) for purposes of diagnostic reporting on the projects.
* SEO Copywriting/Editing.
* Better enhancement of website for better and easier searching.
* Sound knowledge on dealing with Title Tags, Meta tags/ Meta keywords, Header Tags and Alt Tags.
* Developing and managing link-building campaigns.
* Developing SEO standards for usability design and coding
* Good Knowledge of Google’s tools like Google analytics, Google Webmaster tools, Google Ad words, Google Keyword Planner and Google trends.
* Keep pace with SEO, search engine, social media and internet marketing industry trends and developments.
* Work closely with the other team members to meet client goals
* Reporting on success and activity to clients (Weekly & monthly reports)

Social Media Marketing

* Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
* Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action.
* Set up and optimize company pages within each platform to increase the visibility of company’s social content.
* Moderate all user-generated content in line with the moderation policy for each community.
* Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.
* Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players and coordinate actions

Google Ad Words

* Create/Optimize/Manage Search & Display Campaigns successfully and strategically with high ROI.
* Prepare Ad copies for High CTR and Conversion rate.
* Product analysis and keyword research.
* On Page/Landing Page Optimization.
* Expert in Optimizing Websites and PPC campaigns at various levels in order to get better conversion rates and low CPA.

Email & Design

* Managing the companies email campaigns and communicating company brand, customer acquisition, engagement, retention and growth through email marketing.
* Troubleshooting technical issues related to HTML templates, list segmentation and other aspects of email execution, as required.
* Develop documentation and road maps for processes, A/B tests, and promotions that succeed through emails.
* Carrying out segmentation of the database and implementing remarketing strategies.
* Reporting to the marketing Manager on sales revenues generated through email marketing campaigns

**SEO & Social Media Executive**

Anaaya IT Solutions Apr 2015 – Dec 2016

Responsibilities

* Search Engine Optimization
* Social Media Marketing
* Search Advertising Campaigns
* Display Advertising Campaigns
* Email Marketing
* Photoshop
* Illustrator
* Dreamweaver
* Google Analytics
* Word Press
* HTML & CSS

**SEO Analyst**

Inforlinx Solutions Dec 2012 – Jan 2015

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**SEO Executive**

Ed ventures E-learning solutions Nov 2011 – Nov 2012

Responsibilities

* Developing and implementing effective SEO strategies for new and Existing Client Websites.
* Optimizing the websites to increase the traffic.
* Analysis of client’s Website, Competitor Analysis and Top Keywords Analysis.
* On- Page and Off- Page Optimization.
* Image and Video Optimization.
* Monitoring the Website Traffic with Google Analytics.
* Configuring Google Webmaster Central Tool & Google Analytics for websites.

**SEO Trainee**

Bizcon Media solutions Nov 2010 – Nov 2011

Responsibilities

* Optimizing the websites to increase the traffic.
* Analysis of client’s Website, Competitor Analysis and Top Keywords Analysis.
* Off- Page Optimization.
* Link building
* Blogging
* Directory Submissions, Social Book markings.

**Education**

MBA (Marketing) from Jawaharlal Nehru Technological University.

**Personal Details**

Date of Birth: 2nd June 1989

Nationality: Indian

Religion: Islam

Languages Known: Urdu, English, and Hindi.