

HAMZA SHAHZAD

SEO SPECIALIST

Phone: +92-309-388-6070

Email: hamzashahzad.pk4599@gmail.com

Website: www.hamzashahzaad.com

LinkedIn: <https://www.linkedin.com/in/hamzashahzad-seospecialist/>

SUMMARY

SEO Specialist with 2+ years of experience leading cross-functional SEO and Social Media teams, and launching end-to-end Google ads campaigns. Data-driven and strong ability to extract insights from unpaid and paid media campaigns, and identify growth opportunities for channel performance. Led teams to excel in unpaid social media traffic, customer acquisition, and data analytics.

WORK EXPERIENCE

App in Snap (Pvt) Ltd.

Islamabad, Pakistan

IT Company in Pakistan, provides a range of digital technology and infrastructure services globally.

SEO Specialist

Aug 2023 - Present

- Lead on all digital marketing initiatives (SEO, Social Media, SE marketing and analytics).
- Content creator, script writing, Idea generation, bimonthly audit & performance update.
- Work across functions with design, dev. and marketing team.

Weblime Digital Agency

R.Y. Khan, Pakistan

Marketing agency in Pakistan providing digital marketing services internationally.

Digital Marketing Specialist

Jun 2022 - Nov 2022

- Introduced paid media to Marketing team and increased web traffic by 10x with google ads within a span of first three months
- Provided day-to-day management of social media channels: FB, IG, LinkedIn and YouTube

Pearl-Continental Hotel Lahore

Lahore, Pakistan

Pakistan's premier luxury hotel chain offering world-class hospitality across major cities.

Marketing Trainee

Apr 2022 - Jun 2022

- Assisted in developing and implementing marketing campaigns for hotel services
- Collaborated with various departments to align marketing efforts
- Helped organize and execute promotional events and activities

M/S Tingleday

Remote, Pakistan

UK-based online dropshipping store offering a variety of consumer products.

Web Content Writer

Jul 2021 - Jan 2022

- Wrote SEO optimized content and managed content calendar for timely publications.
- Collaborated with the marketing team to align content with campaign objectives.

Halal Research Council (HRC)

Lahore, Pakistan

Halal Research Council is an organization working globally on Halal certifications.

Intern

Sep 2021 - Nov 2021

- Conducted market research on Halal industry trends and consumer behavior.
- Assisted in developing and implementing email marketing campaigns.

VOLUNTEER EXPERIENCE

Amal Academy

Islamabad, Pakistan

Teaches professional skills to students and corporations.

Amal Career-Prep Fellowship

December 2023 - Feb 2024

- Develop soft skills and leadership abilities, such as purpose-driven work, self-efficacy, and resilience.

Al-Anahad Welfare Foundation

R.Y. Khan, Pakistan

A non-profit welfare organization in Pakistan having sincere love and affection for the humanity.

Finance and Management Head

May 2019 - Feb 2020

- Supervising a team of 12 volunteers and delivered monthly ration for 500+ families during Covid.

CERTIFICATIONS

- **LinkedIn Ads** by LinkedIn Learning **February 2024**
- **Google Ads** by Umar Tazkeer **November 2023**
- **Digital Marketing** by **HubSpot Academy** **November 2023**
- Explore the power of LinkedIn by **10 Pearls** **November 2023**
- **Search Engine Optimization (SEO)** with Squarespace by **Coursera** **October 2023**
- Analyze Website Visitors with **Google Analytics** Segments by **Coursera** **January 2023**
- **Search Engine Optimization** by **Digiskills** **January 2023**
- **Basics of SEO** by **Udemy** **June 2022**

EDUCATION

Bachelor of Food Science and Technology **2018 - 2022**
KHAWAJA FREED University of Engineering & Information Technology **R.Y. Khan, Pakistan**

F.Sc (Medical) **2016 - 2018**
BROOKFIELD GROUP OF COLLEGES **R.Y. Khan, Pakistan**

ADDITIONAL INFORMATION

- **Technical Skills**
 - **SEO Tools:** Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz
 - **Keyword Research:** Google Keyword Planner, Ubersuggest
 - **Content Management Systems:** WordPress and Custom coded sites
 - HTML, CSS basics & Microsoft Office Suite (Word, Excel, PowerPoint)
- **Languages:** English (*full professional proficiency*)