

Curriculum Vitae

Name: Nasir Mehmood Butt

Contact Information:

- Email: nassirmehmood9@gmail.com
- Phone/ WhatsApp: +923218393665
- LinkedIn: www.linkedin.com/in/nassirmehmood
- Upwork: www.upwork.com/freelancers/~01867d6cccdce33622

Professional Summary

Dynamic and results driven Digital Marketing Specialist with extensive experience in SEO, Local SEO, eCommerce optimization, and digital advertising. Proven expertise in driving organic traffic, improving search engine rankings, and increasing conversions through strategic planning and execution. Adept at providing tailored solutions for small businesses, startups, and eCommerce platforms to maximize their online presence and ROI.

Core Competencies

- Search Engine Optimization (SEO): On-page, off-page, and technical SEO strategies
- eCommerce Optimization: Shopify, WooCommerce, Amazon, eBay and Etsy listing optimization.
- Content Marketing: Strategy, creation, and distribution
- Link Building & Outreach: Guest posting, skyscraper techniques, and influencer collaborations
- Performance Analytics: Data-driven insights using tools like Google Analytics and SEMrush

Professional Experience

Freelance SEO Consultant

Self-Employed

April 2007 – February 2020

- Delivered end-to-end SEO services, including keyword research, competitor analysis, technical audits, and link building.
- Designed and executed conversion optimization strategies for eCommerce and lead-generation websites.

- Successfully ranked competitive keywords on the first page of Google, driving significant traffic and sales.

SEO & Outreach Link Building Specialist

Freelance

May 2020 – Present

- Acquired high-quality backlinks for clients through strategic outreach campaigns.
- Executed advanced techniques, including guest posting, infographic sharing, and skyscraper outreach.
- Increased organic traffic for multiple client websites, boosting domain authority and visibility.

Amazon & eBay Optimization Specialist

Freelance

July 2022 – May 2024

- Optimized Amazon and eBay listings to enhance search visibility and conversion rates.
- Improved product rankings and sales through detailed keyword research and performance tracking.

Digital Marketing Specialist

Various Clients (Upwork)

- Developed and managed comprehensive SEO marketing strategies for clients across diverse industries.
- Created high-converting social media campaigns, resulting in increased engagement and leads.
- Provided actionable performance reports with recommendations for continuous improvement.

Web Marketing Executive (Team Lead)

MechTechnologies

April 2004 – March 2007

Notable Projects

1. SEO Strategy for TheSmartBaker.com

- Implemented a comprehensive SEO strategy, improving organic traffic and securing top rankings for niche keywords.

- Enhanced on-page optimization and created engaging content tailored to the target audience.

2. Advanced Link Building for TalktoCanada.com

- Boosted domain authority and rankings through a robust link-building strategy involving guest posts and infographic sharing.

3. Amazon Store Optimization for UK Client

- Revamped product listings, increasing sales and visibility in the competitive UK market.

Skills & Tools

- SEO Tools: SEMrush, Ahrefs, Ubersuggest, Moz, SEOsurfer
- Analytics: Google Analytics 4, Search Console
- eCommerce Tools: Helium 10, Jungle Scout
- CMS Platforms: WordPress, Shopify

Education

- **Master's Degree in Economics**
Punjab University, Lahore, Pakistan

Languages

- English (Professional Proficiency)
- Urdu (First Language)

Availability

Flexible hours and adaptable to US, UK, and Canadian time zones.

References

Available upon request.