



HUSBI AHMED

Phone : +92 333 5114144
Twitter : [@HusbiA](#)
eMail : husbiahmed@gmail.com
LinkedIn : <https://www.linkedin.com/in/husbiahmed>
Address : 158, St 36, F-10/1, Islamabad, Pakistan

Summary of Qualifications

- I'm motivated **Digital Marketing specialist** up to **10** years successful professional experience
- Good communication, creative in managing Search Engine Optimization for websites
- **Social Media** manager and strategist for Facebook, Twitter, LinkedIn, YouTube, Instagram
- Problem solving skills & client deliverables for carrying out various SEO/SEM campaigns.
- Able to combine web marketing and analyst talents with algorithmic skills focusing ROI
- Mastering all essentials SEO tools: Google Applications (Analytics, AdWords, Sites, WebMaster's Toolkit), semantical analysis and keywords search
- **Digital Marketing coach** and trainer for corporate sector
- Passionate and always curious, experimenting with different media & steadily heading for new concepts

Professional Experience

Search Engine Optimization

- Managed search engine audit documents on client websites and make recommendations
- Conducted keyword research based highly relevant and trafficked keywords
- Suggested improvements for SEO: internal architecture, identify content gaps and communicate any new content opportunities
- Handled more than 35 clients base and significantly raised rankings of client's websites within top 10 in major search engines (Google, Yahoo and MSN/Bing)
- Write end of month progress reports. Prepare search engine ranking and traffic reports to assess areas of potential improvement. Monitor, track, and report, websites traffic including trend analysis using site analytics solutions
- Undertaken market and competitor research and analysis
- Keep up to date with current SEO technologies and tools
- Work with other SEO team to brainstorm new ideas and identify complex issues faced by new and existing clients
- Collaborating with stakeholders to ensure their content is SEO friendly
- Dealing with clients and provide instructions for site optimization through written communication, conference calls and meeting
- Keep up-to-date with search engine technology, SEO methods and news by participating in forums, reading blogs and white papers and attending industry events

Search Engine Marketing

- Managed and optimized campaigns on Google to ensure goals are met
- Optimized Google analytics to track revenue performance of existing campaigns
- Managed PPC campaign budget more than \$2.5k per month for various clients
- Keep current with SEM trends and actively research, test and propose new approaches to improving campaign performance
- Provided recommendations and actively participate in landing page optimization

Social Media Marketing

- Organized and planned the community management on social media: LinkedIn, Twitter, Facebook, Pinterest and Instagram accounts

Work History



Digital Marketing Project Manager/ Specialist

2010-2018

ESOLPK ONLINE- Islamabad, Pakistan (www.esolpk-online.com)

- Responsible for the execution of marketing campaigns and communications (primarily for consumer sites in English), following up on these projects, analyzing results and making recommendations.
- Developed and executed advertising campaigns designed to increase site visibility and traffic, including advertising, promotional and event-related, among visitors, customers and business partners.
- Worked with ad agencies and freelancers, coordinated promotions for the launch of our sites or promotions conducted in partnership with advertisers.
- Consolidate SEO recommendation on 2 millions website pages
- Managed PPC campaign budget of \$250-\$2000 per month
- Organized the community management on all major social media: LinkedIn, Twitter, Facebook, Instagram, you tube
- Design and integrate B2B/B2C emailing production (15 emailings/ month)
- Market research including online consumer behavior, understanding Search engine behaviors (mainly Google)
- Engineered extremely competitive environment of research
- Deployed organic search result including in depth keyword research, competitor analysis, technical audits, content optimization and link building
- Develop SEO strategy and execute plan for growth of organic traffic over 20+ clients base worldwide



Digital Marketing Trainer

2018-Present

DMTL- Islamabad-Pakistan (www.dmtlpk.com)

- Conducted short and long training programs on digital marketing core subject areas. Launched three specialized training programs;
 - Digital Marketing Certified Professional
 - Digital Marketing Certified Professional (Detailed)
 - Social Media Marketing Certification
- Conducted workshops on digital marketing in various local universities



Digital Marketing Consultant/ Trainer

2018 – Present

ITROOS (Private) Limited Islamabad, Pakistan

- Providing consultancy and training services to this leading IT company in Pakistan

Qualifications & Education

2005-2011: New York University – School of Continuing & Professional Studies

Masters of Science in Integrated Marketing

1998-2001: International Islamic University – Faculty of Management Sciences

Masters in Business Administration (Majors in Marketing)