

ATHAR RAZA

Digital Marketing Manager | SEO & Web Development Specialist

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upwork.com/freelancers/~010f0b7525f717ff49

PROFESSIONAL SUMMARY

Digital Marketing & SEO specialist with 10+ years of experience across SEO, Meta Ads, and full-stack WordPress development. Delivered 100+ websites as a freelancer, ranked multiple company websites on Google's first page, and currently lead digital operations across a multi-branch organization.

CORE SKILLS

SEO: On-Page, Off-Page, Technical & Local SEO, Keyword Research, Schema Markup

Paid Marketing: Meta Ads, Google Ads, Meta Pixel, GA4, PPC

Web Development: HTML, CSS, JavaScript, PHP, WordPress, Elementor, Angie AI

E-Commerce: WooCommerce, Shopify

Analytics: Google Analytics, Search Console, SEMrush, Ahrefs, Moz

Content: Video Ads, Social Media Content, Canva, Adobe Premiere, CapCut, AI Content Tools (Google Flow, Claude)

PROFESSIONAL EXPERIENCE

Digital Marketing Manager & Web Developer — Souvenir Group of Companies

Feb 2026 – Present

- Develop and maintain the company's official WordPress website, handling bug fixing, content optimization, and technical SEO — ranking the company among the top export companies in the district and nationally.
- Perform on-page SEO and link building to strengthen the company website's search visibility and authority.
- Lead Meta Ads, TikTok organic growth, and AI-powered content creation (Google Flow, Claude, Canva) for lead generation across digital channels.
- Shoot and edit product ad videos and podcasts to support marketing campaigns.
- Coordinate marketing and sales operations across 4 branches, including ERP, billing, and IT support.

Digital Marketing, SEO & Web Specialist — Zai Agri Complex

Feb 2024 – Nov 2025

- Ranked the company website and Facebook page on Google's first page through on-page, off-page, and local SEO.
- Ran Meta Ads campaigns achieving top-performing results and strong ROAS, increasing sales across the fertilizer, seeds, pesticide, solar, and mobile phone business units.
- Produced video ads and content (Adobe Premiere, CapCut, Canva) and tracked performance via GA4 and Search Console.

WordPress Developer & SEO Expert — Innovative Technologies

May 2020 – Aug 2023

- Built and optimized WordPress websites with custom themes and SEO-friendly architecture, improving organic rankings via SEMrush, Ahrefs, and Google Business Profile optimization.

Digital Marketing & SEO Freelancer — Upwork, Fiverr & Independent Clients

Nov 2015 – Present

- Ongoing freelance work alongside full-time roles: delivered 100+ WordPress/WooCommerce websites with SEO-optimized designs and managed PPC and content marketing for clients across multiple industries.

Lecturer – Web Development — Superior University and College, Okara

Oct 2018 – Nov 2019

- Taught HTML, CSS, JavaScript, and WordPress; mentored students on live projects with real-world SEO practices.

Project Manager & Digital Marketing Expert — HubSol

Nov 2016 – Aug 2018

- Led digital marketing, SEO, and web development projects; managed client contracts and communications.

Business Analyst & Front-End Developer — WiseLogix Technologies

Sep 2015 – Nov 2016

- Conducted SEO research and built responsive front-end interfaces, converting PSD designs into web templates.

EDUCATION

Master of Computer Science — University of Lahore (2015)

CERTIFICATIONS & LANGUAGES

Certifications: SEO, Digital Marketing, WordPress, Video Editing/Animation/Vlogging (DigiSkills), E-Commerce Management (E-Rozgar), Shopify Development & Dropshipping (In Progress). Languages: English — Fluent (Written & Verbal)