

Shahzaib Sikandar

Open-minded, flexible, practice-oriented individual experienced in Digital Marketing. Determined to work in the **corporate** sector.

Contact

Address

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Islamabad

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Skills

Digital Marketing

Excellent

SEO

Excellent

Email Marketing

Excellent

Affiliate Marketing

Excellent

Off Page SEO

Excellent

Technical SEO

Excellent

Marketing Management

Excellent

Work History

June 2023 – **Digital Marketing Manager**

June 2024 *MarkwebIT, UK*

SEO:

- Developed and implemented comprehensive SEO strategies, resulting in a 30% increase in organic traffic.
- Conducted keyword research and analysis to optimize website content and improve search engine rankings.
- Performed on-page and off-page optimization, including link building and content marketing.
- Utilized tools like Google Analytics, SEMrush, and Moz for tracking and improving SEO performance.

Email Marketing:

- Designed and executed email marketing campaigns, achieving an average open rate of 25% and click-through rate of 10%.
- Segmenting email lists to target specific customer groups, enhancing personalization and engagement.
- Analyzed campaign performance using tools like Mailchimp and A/B testing to refine email strategies.

Google Ads Management:

- Managed Google Ads campaigns with a focus on maximizing ROI and reducing cost-per-click (CPC).
- Conducted keyword research and created ad copy to target relevant audiences effectively.
- Implemented and monitored PPC campaigns, optimizing for conversions and lead generation.

Affiliate Marketing:

- Developed and managed affiliate marketing programs, leading to a 20% increase in sales.
- Identified and recruited high-performing affiliates, negotiating terms and ensuring compliance with company standards.
- Monitored affiliate performance and provided regular reports to stakeholders.

On Page SEO

Excellent

Google Ads

Good

Google Analytics

Excellent

Mailchimp

Excellent

Klaviyo

Excellent

Contacts Segmentation

Excellent

SendPulse

Excellent

Marketing Strategy and Management:

- Led the development of multi-channel marketing strategies, aligning with company goals and market trends.
- Coordinated with cross-functional teams to ensure consistent messaging and branding across all marketing channels.
- Managed a team of 5 marketing professionals, providing mentorship and fostering a collaborative work environment.
- Analyzed market trends and competitor activities to inform strategic decision-making and identify growth opportunities.

Data Analysis and Reporting:

- Utilized data analytics to measure the effectiveness of marketing campaigns and identify areas for improvement.
- Created comprehensive reports and dashboards for senior management, highlighting key metrics and insights.
- Used tools like Google Data Studio and Excel for data visualization and reporting.

Content Marketing:

- Oversaw the creation and distribution of high-quality content, including blog posts, whitepapers, and social media updates.
- Collaborated with content creators to ensure alignment with SEO and branding guidelines.
- Measured content performance and made data-driven adjustments to improve engagement and reach.

Feb 2023 – May
2023

SEO Manager

Seed Analytica , Pakistan

- Developed and implemented comprehensive SEO strategies, resulting in a 30% increase in organic traffic.
- Conducted keyword research and analysis to optimize website content and improve search engine rankings.
- Performed on-page and off-page optimization, including link building and content marketing.
- Utilized tools like Google Analytics, SEMrush, and Moz for tracking and improving SEO performance.

May 2021 –
March 2023

SEO Manager

Tactical Gears , Pakistan

- Developed and implemented comprehensive SEO strategies, resulting in a 30% increase in organic traffic.
- Conducted keyword research and analysis to optimize website content and improve search engine rankings.
- Performed on-page and off-page optimization, including link building and content marketing.
- Utilized tools like Google Analytics, SEMrush, and Moz for tracking and improving SEO performance.

Jan 2019 – April
2021

Freelancing

In Digital Marketing

Education

FEB 2023

Email Marketing Certificate

SendPulse, SimpleLearn, Sender

NOV 2023 –
FEB 2023

Google Project Management Certificate

Google

SEP 2013 –
OCT 2018

Electrical Engineering

*National University of Sciences and Technology -
Pakistan*

Accomplishments

Feb 2023 –
June 2024

Lead Generation

Generate Leads in Million Pounds with email, affiliate and SEO at MarkwebIT, Seed Analytica in Airport Parking, Travel niche.