

Zaheer Arshad

Digital Marketing | SEO & SEM, PPC & SMO, SMM Specialist

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CONTACT

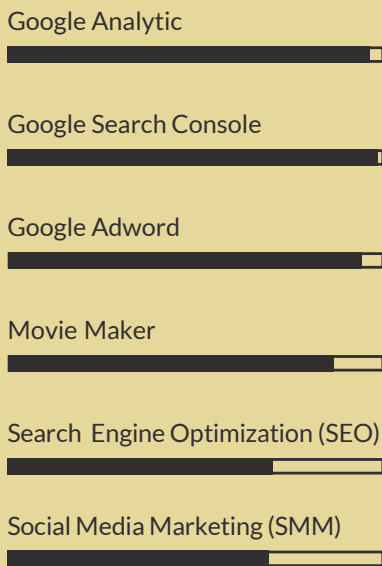
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+971 54 503 6399

EXPERTISE



SKILLS

Standard Softwares

Powerpoint Excel Word
Access Adobe Acrobat

Analytics Tools

Google Analytics MajesticSeo
Ahrefs SEMRUSH MOZ
Spam Score Checker
DA & PA Checker



PROFESSIONAL STATEMENT

I am very energetic in my field and always love to accept challenges and like to work in competitive environment. Along with my SEO capabilities, I have a very strong knowledge of Digital Marketing (SEO), Social Media, Google Local Listing, and SEM, PPC Google Ads.



EDUCATION

Master in Information Technology
Punjab University - Lahore - 2010

Bachelor in Information Technology
Punjab University - Lahore - 2008



DIPLOMA

Graphic Designing - 2009 ● Digital Marketing - 2010
Social Media Marketing - 2013 ● Video Editing - 2014
Google Adword - 2016 ● Web Development - 2016



WORK EXPERIENCE

Digital Marketing Expert BlueClays Company Lahore - 2010 to 2011

Designing | E-Commerce Management | SEO AlpoLink Company Lahore -2011 to 2013

SEO - Social Media Marketing | Tech-Gate Company - Lahore - 2013 to 2016

E-Commerce Marketing - Social Media Marketing - Google Adword Shaw Brothers Company Lahore - 2016 to 2017 | Blueclays Company

Social Media Marketing - E-Commerce Marketing - Google Adword Farooqs.pk | golddrycleaners.com (UK) | infinitylimocar.com | 2017 To 2019 | Z.Z Company Lahore

Dubai Projects Experiences Google Adword, SEO & SMO

5StarBazar.com (E-com) - Abaam-uae.com Jan 2020 To Jul 2020
Mahel Real Estate - Sep 2020 To Nov 2020
Faster Rent A Car - Dec 2020 To Jul 2021
Bullet Performance - (E-com) July 2021 To Oct 2021
BizTrack (Business Setup Company) Oct To Dec 2021

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SKILLS

SEO (Search Engine Optimization)

On-page Optimization - Off-page Optimization - Social Media Optimization - Keyword Research
Keyword Analysis - Google Trends - Competitor Analysis - Competitor working site analysis - Hi- Keyword or
Competitor Keywords Analysis Working - High Quality Links - google tag manager - conversion management -
Pictures Atlas tags -

Google Adwords

Google Webmaster Tools

Google Analytics

SEO > On-page Optimization

Keyword Research - Page Titles - Meta Descriptions - Meta Keywords - LSI Keywords - Heading
Tags Image Optimization - Content Optimization - Keyword Density - URL Structure - Robots.txt
Creation XML Sitemap Creation - Internal Linking - H1 - H2 - H3 Tags - Update Plugins - New Page Creations -
Local SEO Plugins Working .

SEO > Off-page Optimization

Directories Submission - Social Bookmarking - Article Submission - Press Release Submission - Forum
Posting Blog Commenting - Profile Linking - Web 2.0 - Photo Sharing - Video Marketing - Citations -
Classified ads posting - PDF Marketing - PBN - Photo-sharing - Stat Link - Rss Submission - Profile Submission
- Search Engine Submission - Local Listing Submission - Link Submission - Guest Post.

Social Media Optimization

Facebook - Twitter - Google + - LinkedIn - Pinterest - Tumblr - Stumbleupon - Instagram

Technical Skills

MS Word - MS Excel - MS PowerPoint - Adobe Dreamweaver - HTML

PORTFOLIO

SEO & PPC Services

linkbuilding.com.sg
easyprivatetaxi.com
blueclays.com
rubbersheetcompany.co.uk
farooqs.pk
abaam-uae.com
turfgrassmiami.com
infinitylimocar.com
vertrilimo.com
Biztrack.ae
washingtondclimocarservice.com

SEO Branding Services

ladyhabits.com/en
dexterbuilt.com
testwarrior.com
rubbermattingco.co.uk
golddrycleaners.com
lifecoachperth.com
paintersftlauderdale.com
airportlimocar.com
homeshopping.pk
telemart.pk
www.faster.rent

SEM & PPC - Local Listing

degreeamerica.com
examskey.com
oftdevslutions.com
commercialpaintersmiami.com
wholesaleconnections.co.uk
turfgrassfortlauderdale.com
vanrentaldc.com
amazinglimousineservice.com
gillianmckeith.com
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