

Kashif Kabeer | Senior Digital Marketer (SEO/SEM) & WordPress with 5 Years

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Location: Karachi, Pakistan

As a Senior Digital Marketing Specialist skilled in Search Engine Optimization (SEO), Search Engine Marketing (SEM) which includes Google Ads, Meta Ads, and Social Media Marketing, and 5 years of expertise in WordPress and Ecommerce development, I have consistently delivered successful projects on time. I am known for clear communication, teamwork, and thriving in collaborative settings. I am pursuing an engaging role in a fast-paced environment where I can apply my skills to make a meaningful impact.

SKILLS

- **Search Engine Optimization (SEO)**

Content and Strategy: Keyword Research and Analysis, On-Page Optimization (Meta Tags, Headers, Content), Content Strategy and Creation, Voice SEO, Video SEO, Featured Snippets, E-A-T (Expertise, Authoritativeness, Trustworthiness) Implementation.

Local SEO: Google Map SEO (Google My Business, Local Citations), Geo-targeting, Local Online Reputation Management (ORM), Local Business Networks, Localized Schema Markup and Structured Data.

E-commerce SEO: E-commerce SEO Optimization, Understanding E-commerce Platforms (Optimizing Product Pages), Conversion Rate Optimization (CRO), Product Page Optimization.

Technical SEO: Site Structure, Crawling and Indexing, Schema Markup and Structured Data Implementation, Technical Skills (HTML, CSS, JavaScript for SEO), Mobile SEO Optimization, Understanding Search Engine Algorithms.

Analytics and Integration: Analytics and Data Interpretation (Google Analytics, Search Console), AI and Machine Learning in SEO Strategies, Social Media Integration and SEO.

Off-Page SEO: Authority Content Creation, Influencer Collaboration, Guest Posting on Reputable Sites, Data-Driven Content, Digital PR and Brand Mentions, Community Engagement and Forums, Local Business Directories and Citations, Niche-Specific links.

SEO Tools: Ahrefs, Semrush, Google Analytics, Google Search Console, Moz Pro, Screaming Frog, Yoast SEO, Rank Math, and Majestic.

- **Search Engine Marketing (Google Ads & Facebook Ads)**

Google Ads Skills: Keyword Research, Ad Copywriting, Ad Extensions Management, Bid Management, Quality Score Optimization, Conversion Tracking, Ad Testing, Audience Targeting, Location Targeting, Remarketing Strategies.

Facebook Ads Skills: Audience Insights, Creative Ad Design, Custom Audience Creation, Lookalike Audience Targeting, Ad Placement Optimization, Budget Optimization, Performance Metrics Analysis, Split Testing, Ad Scheduling, Pixel Implementation.

- **WordPress Development and Design**

WordPress Installation Configuration, Landing Pages Design, Theme Development, Plugin Development, Responsive Design, Custom Post Types Taxonomies, WordPress API Hooks,

Page Builders, Performance Optimization, Security Practices, WordPress SEO, Version Control Systems Git, Customization Child Themes, Database Management, Troubleshooting Debugging, Multisite Development, E-commerce Integration, UI UX Design Principles, Content Migration Management, WooCommerce Configuration and Customization, Payment Gateway Setup.

EMPLOYMENT HISTORY

WordPress and Digital Marketing | SEO/SEM FutureNostics | Islamabad, Pakistan

Sep 2021 - Dec 2023

- <https://www.futurenostics.com> (Website)
- **Used Tech:** SEO, SEM, WordPress, Google Map Pack Optimization, Ahrefs, Semrush, Keyword Planner, Screaming Frog, Guest Posts Outreach, Email Marketing, Core Web Vitals Optimization, Technical SEO audits, Search Console error fixing, Competitors analysis, duplicate content removal, Websites Landing Page Optimization, Page Indexing.
- Leveraging SEO strategies encompassing on-page optimization and backlink building, I've elevated various business websites to prime search engine positions, increased organic traffic and conversions.
- Implementing SEM campaigns across diverse industries, I've run targeted ads and optimized bidding strategies, driving immediate traffic and conversions for numerous businesses.
- Developed and designed WordPress's SEO plugins and optimized site structures, I've engineered service-based websites with SEO-centric design, fostering robust organic visibility and user engagement.
- Specializing in local SEO tactics such as Google My Business optimization and local citations, I've catapulted multiple businesses to prominence within their regions, ensuring maximum visibility in local searches.
- Employing SEO-driven content marketing strategies, I've curated and optimized service-based website content, resulting in improved SERP positions and amplified user engagement.
- Seamlessly integrating SEM techniques like PPC and display ads, I've swiftly garnered traffic and conversions for service-based businesses, ensuring their products and services reach the right audience effectively.

Search Engine Optimization Specialist | SEO/SEM Airlift Technologies | Lahore, Pakistan

May 2019 - Aug 2021

- Deploying local SEO strategies encompassing geo-targeted keywords and localized content, I've successfully positioned various businesses prominently in local searches, stimulating increased foot traffic and conversions.
- Utilizing SEO audit methodologies, I've refined and optimized service-based websites, ensuring technical excellence and compliance with search engine standards for improved rankings.
- Conducted SEO audits and provided actionable recommendations to improve website performance and user experience.

- Collaborated with content teams to create SEO-driven content strategies and ensure alignment with target keywords and audience intent.

WordPress Developer

Jan 2019 – Present

Fiverr & Upwork | Islamabad, Pakistan (Remote)

- Created and optimized WordPress websites, ensuring SEO-friendly designs and functionality aligned with client specifications.
- Conducted comprehensive SEO audits and implemented on-page and off-page optimization strategies to enhance website visibility and rankings.
- Designed and executed SEM campaigns across platforms like Google Ads and Bing Ads, focusing on targeted keywords and optimized bidding strategies.
- Provided consultation on WordPress site performance enhancement, troubleshooting issues, and recommending suitable plugins for improved functionality.
- Created and managed Google Analytics and Google Search Console setups, analyzing data and providing insights for optimization.
- Optimized social media profiles for better visibility and engagement, utilizing analytics to refine strategies and content for different platforms.
- Collaborated with clients to set and achieve specific SEO and SEM goals, tracking performance metrics and adapting strategies accordingly.

EDUCATION

Bachelor's Degree - Psychology

2019 - 2023

Comsats University Islamabad, Pakistan.

Associate of Science – Software Engineering

2017 - 2019

Comsats University Islamabad, Pakistan.

Certifications

[Assess for Success: Marketing Analytics and Measurement](#) by Google.
[Make the Sale: Build, Launch, and Manage E-commerce Stores](#) by Google.
[Satisfaction Guaranteed: Develop Customer Loyalty Online](#) by Google.
[Think Outside the Inbox: Email Marketing](#) by Google.
[From Likes to Leads: Interact with Customers Online](#) by Google.
[Attract and Engage Customers with Digital Marketing](#) by Google.
[Fundamentals of Digital Marketing](#) by Google.
[Foundations of Digital Marketing and E-commerce](#) by Google.
[SEO Blogging and Affiliate Marketing by iSkills](#)
[Advance SEO & Keyword Research by Semrush](#)
[Backlink Management by Semrush](#)
[Local SEO Course by Semrush](#)
[Mobile SEO by Semrush](#)
[WordPress Developer and Designer by Yoast Academy](#)
[Advance SEO Course by Craig Campbell.](#)