

# **Saleem Saif Ullah**

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## **OBJECTIVE**

Looking a challenging position which will make best use of my existing skills and expertise. Experienced digital marketer with a strong background in SEO, Social Media, Media Buying & CMS Website Management. Skilled in developing & implementing successful Digital & SEO strategies that drive traffic and increase visibility for clients. Proficient in using data and analytics to optimize campaigns and measure results. Strong understanding of the latest digital marketing trends and techniques, with a focus on content marketing, social media, and email marketing. Proven ability to work independently and as part of a team, and possess excellent communication, organization, and project management skills.

## **Core Competencies**

- Data driven digital marketing strategies which aligned with business objectives.
- Create content calendars, manage social media channels and implement social media campaigns to build awareness and traffic.
- Use social media tools like Hootsuite, Buffer & Sprout Social.
- Conducting keyword research, optimizing web content and implement SEO techniques to improve organic traffic and website visibility.
- Hands on experience on On-Page, Technical SEO & Off Page SEO
- Manage CMS based Websites e.g. WordPress etc.
- Use of tools like Google Analytics 4, Google Search Console, Moz, Semrush etc to measure performances & optimization.
- Conduct A/B test to improve user experience and website conversion rate.
- Manage Google Ads and PPC campaigns for lead generation and conversions.
- Manage and adjust budgets to maximize return on ad spend (ROAS)
- Analyze data to identify the area of improvements and for data driven decisions.
- Create automated workflow for customer engagement.
- Consistent brand messaging and visual identity across all digital channels
- Engage with the online community & address customer feedback effectively.

## Professional Outline

### **DIGITAL MARKETING SPECIALIST (PK)**

**1 Year 5 Months (2021 – 2023)**

Berger Paints Pakistan Limited

Lahore, Pakistan

#### **Work Outline**

- Development inputs & execution of the overall digital marketing strategy.
- Developed complete digital portfolio of the company independently.
- Develop distinct online presence of company on various digital media platforms.
- Revamped complete website, enhancing user-friendliness and navigation.
- Successfully structured and launched an E-Store.
- Developed a highly effective **SEO strategy** that boosted monthly **organic traffic by 500%**.
- Established the structure of mobile app & launched on both Play-Store & Apple store with IT support.
- Achieved over **4000 organic** app downloads on Play-Store and **1000** on Apple store within **5 months**.
- Managed social media marketing campaigns with an average yearly budget of **6 million PKR**.
- Managed content calendar efficiently.
- Grow the Facebook page from **100k to 300k likes**.
- Expanded LinkedIn page followers organically from **15000 to 49000 (226% growth) in 7 months**.
- Implemented brand guidelines & ensure compliance in all areas of work.
- Executed digital marketing activities across digital marketing channels.
- Conducted research on market trends, brand audiences, competitors, new technologies & consumer journey to enhance engagements.
- Analyzed digital marketing analytics reports & devised optimization strategies.

### **DIGITAL MARKETING SPECIALIST (PAK)**

**01 Years (2020 – 2021)**

FINCERA Pvt. LTD (E-commerce Home décor Shop)

Lahore, Pakistan

#### **Work Outline**

- Assisted in the developing and implementing digital marketing strategies to increase brand awareness and drive traffic to the company's website and social media channels.
- Collaborated with the marketing team to create and execute marketing campaigns across multiple channels, including social media, email, and paid advertising.
- Analyzed campaign performance metrics including traffic, engagement, conversion rates and making data-driven recommendations for optimization.
- Managed social media accounts and creating content calendars to ensure regular posting of engaging and relevant content which gives **100% growth** to social media pages.
- Conducting market research and analyzing industry trends to identify new opportunities and areas for growth.
- Collaborating with external partners, such as agencies or vendors, to ensure campaigns are executed effectively and efficiently.

- Staying up-to-date with industry trends and advancements in digital marketing technologies and tools, and making recommendations for adoption as appropriate.
- Collaborating with other departments, such as sales and product development, to ensure marketing efforts align with overall business goals and objectives
- Understand the wants, needs and pain points of the target audience.
- Validate content ideas that drive traffic to the web and engagement on social media.

### **ONLINE MARKETING EXECUTIVE (PAK)**

**04 Years (2015- 2019)**

MARHAM – FIND A DOCTOR

Lahore, Pakistan

### **Work Outline**

- Executed digital marketing campaigns across various channels, such as social media, email, and display advertising.
- Monitored and analyzed campaign performance metrics and made data-driven recommendations for optimization.
- Created content for social media and other digital channels.
- Managed website content and ensuring it is up-to-date and optimized for search engines.
- Increased website organic traffic by **10% in 1 year**.
- Successfully managed YouTube channel, achieving the **YouTube Silver Button** within **9 months**.
- Collaborated with other departments to ensure digital marketing efforts align with business goals and objectives.
- Staying up-to-date with industry trends and advancements in digital marketing technologies and tools.
- Managed relationships with external vendors, such as agencies or freelancers, as needed.
- Assisted in the development of digital marketing strategies and budgets.
- Conducted market research and competitive analysis to identify new opportunities and areas for growth

## **SKILLS**

Data Analysis  
Google Search Console  
Google Analytics 4  
Search Engine Optimization (SEO)  
Web Analytics  
Social Media Management  
Social Media Tools (Hootsuite, Sprout-Social etc.)  
Media Buying

Media Buying  
Content Marketing  
Social Media Management  
CMS Management  
Team Building  
Communication  
Project Management  
Strategic Planning

## **SIDE PROJECTS ACCOMPLISHED**

PetsHub-pk  
The Migration-com-au  
ZukSkinthetics-pk

Saif Traders-pk  
Henan-Educational-Services

## TRAININGS & CERTIFICATIONS

<b>On-Page &amp; Technical SEO</b> SEMRUSH ACADEMY	<b>Feb 23 – Feb 24</b>
<b>Search Engine Optimization (SEO)</b> LINKEDIN SKILL ASSESSMENT	<b>Jan 21</b>
<b>Internal Auditing To ISO 9001:2015 Standard</b> UNITED REGISTRAR OF SYSTEM (URS)	<b>April 23</b>
<b>Awareness To ISO 9001:2015 Standard</b> UNITED REGISTRAR OF SYSTEM (URS)	<b>April 23</b>

## EDUCATION

<b>Master in Business Administration (PAK)</b> University of Management & Technology
<b>Bachelor in Commerce (PAK)</b> Punjab University Lahore, Pakista3n

## Personal Details

<b>Gender:</b>	Male
<b>Driving License:</b>	Pakistan Driving License
<b>Languages:</b>	English, Urdu, Punjabi, Hindi
<b>Contact Number:</b>	+971 (0) 556550143

**References available on request**