



Sarmad Nadeem

Digital Marketing Specialist

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Results-driven SEO specialist with 5 years of experience. Moreover, I've got expertise in WordPress, content marketing, translation and writing services, etc.

EDUCATION

BSCS (Bachelors in Computer Science)

PMAS Arid Agricultural University, Rawalpindi Pakistan.

08/2017 - 06/2021

3.08 CGPA

FSc (Pre-Engineering)

Global College of Sciences

04/2015 - 06/2017

Matriculation

The Grammar Foundation School

05/2013 - 03/2015

WORK EXPERIENCE

Search Engine Optimization Specialist

Upwork - Freelance

10/2021 - Present

Providing SEO, Website Development & Translation Services.

Achievements/Tasks

- Acquired many clients' trust in quite a short time
- Since SEO takes time, but I managed to provide outstanding results within few months.
- Delivered accurate results while translating content into other languages.

SEO Specialist & Content Manager

MindStir

08/2022 - 12/2022

Blue Area, Islamabad

Provided SEO and content management services to MindStir Coworking Space.

Achievements/Tasks

- Ranked #1 for main keywords in short span of time
- Increased domain authority, search presence, clicks etc.
- Improved keyword positions on Google, Bing etc.

SKILLS

SEO SEM SMM PPC WordPress

Content Writing Content Marketing

Copywriting Translation & Editing

Proofreading Email Outreach

Graphic Designing

PERSONAL PROJECTS

3D Watch Try On Using Augmented Reality

- FYP 2021

Face Recognition AI

- Semester project

Game Development

- Created "Tap n Top", fun & addictive game which is currently published on Google play store.

CERTIFICATES

Google Digital Garage (08/2021 - 10/2021)

Certified by Google

Ahrefs Certification (09/2021 - 10/2021)

Certified by Ahref - Industry leading tool to improve SEO.

The Mastermind Mindset (02/2021 - 08/2021)

Digital Marketing Training Course

Android Development Course Certification

(06/2018 - 07/2018)

ICEPT Islamabad

LANGUAGES

English
Native or Bilingual Proficiency

Urdu
Native or Bilingual Proficiency

Punjabi
Full Professional Proficiency

WORK EXPERIENCE

SEO Executive Rumors

01/2022 - 06/2022

Peshawar Road, Rawalpindi

Improved client's websites traffic while following best SEO practices.

Achievements/Tasks

- Boosted organic traffic and leads for different industry clients through SEO optimization.
- Implemented link-building campaign resulting in higher rankings, more traffic and increase in sales for a retail industry client.
- Developed and executed content marketing strategy for real estate client resulting in increased leads, conversions, traffic, and business growth.

Search Engine Optimization Manager Pickysolutions Pvt, Ltd.

06/2021 - 10/2021

Rawalpindi, Pakistan

IT Company

Achievements/Tasks

- Trained internees with the fundamentals of digital marketing.
- Growth hacked organic traffic for many projects.
- Worked on some drop shipping projects using Shopify.

Computer Science Teacher Milestone College & Academy

09/2020 - 02/2021

Rawalpindi, Pakistan

Website Owner Trendstories [↗](#)

08/2019 - Present

News & Tech Review Blogging Website

Achievements/Tasks

- Ranked various articles on the first page of Google for competitive keywords.
- Collaborations/Partnerships with many companies worldwide.

Graphic Designer JumpStart Pakistan

08/2018 - 03/2019

Rawalpindi, Pakistan

An entrepreneurial movement to lift Pakistan

Achievements/Tasks

- Advertise products and work, using media such as internet advertising and brochures.
- Social media handling and branding among masses.
- Developed designs using industry software's such as AI, PS, etc.

Customer Service Representative Amigos BPO

09/2018 - 02/2019

Rawalpindi, Pakistan

Sales Agent

INTERESTS

Gaming

Vlogging

Traveling

Blogging

Book Reading

Photography