

EHTESHAM NAZIR

Web Developer & Digital Marketing Specialist

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@ rahtesham91@gmail.com

📄 Visa Status - Employment

📍 Manchester Tower Dubai, Marina



WHO'S EHTESHAM?

I help business owners to increase their profits using search engine optimization, social media and internet marketing plans. I alter businesses by sending revenue producing organic traffic to their websites.

INDUSTRY EXPERIENCE

HEAD OF DIGITAL MARKETING

QOO Global DMCC

📅 11/2020 to Present 📍 Dubai

🔗 <https://www.qooglobal.com>

Results-driven and innovative Head of Digital Marketing with 7 years of experience leading successful digital marketing campaigns for 9 organizations. Adept at developing and implementing comprehensive digital strategies to maximize brand visibility, increase online traffic, and drive revenue growth. Proven expertise in leveraging emerging technologies, data analytics, and market trends to optimize digital marketing efforts.

Role & Responsibilities

- Spearheaded the digital marketing department, overseeing a team of 55 professionals responsible for executing integrated digital campaigns across various channels, including Social Media Marketing, Google Ads, Email marketing, SEO, SEM, and content marketing.
- Developed and implemented strategic digital marketing plans aligned with overall business objectives.
- Led the creation and execution of targeted digital campaigns, resulting in specific outcomes, such as increased website traffic, lead generation, or sales growth.
- Utilized data-driven insights and analytics to optimize marketing strategies, identify opportunities, and drive continuous improvement.
- Collaborated with cross-functional teams, including sales, product, and design, to align digital marketing initiatives with overall brand messaging and business goals.
- Managed all aspects of digital marketing, including website management, social media marketing, email campaigns, SEO, and PPC advertising.
- Developed and executed successful digital marketing.
- Monitored key performance indicators (KPIs) and implemented strategies to improve campaign performance and ROI.
- Conducted market research and competitor analysis to identify trends and opportunities for growth.
- Collaborated with internal teams and external agencies to develop and optimize content for digital channels.

MY LIFE PHILOSOPHY

Wanna be an Entrepreneur? Don't wait for the right time, Just Do It!

"Best Internet Marketer enhance landing page experience for users thus engaging them as they like"

EHTESHAM NAZIR

MOST PROUD OF



All Digital Marketing Tools

I am aware and have worked with almost all digital marketing tools offered in the industry.



My SEO Arsenal

Being in the field for about 7 Years now i have some lethal weaponry to rank every Niche.



Getting it Done Attitude

I would take on a sinking ship to make it float.

LANGUAGES

English

Native



Arabic

Intermediate



Urdu

Native



WORKING EXPERIENCE

SEO MANAGER

One World IT Rental Middle East LLC

08/2019 to 10/2020 Dubai

<https://www.oneworldrental.ae>

Role & Responsibilities

- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns.
- Track, report, and analyze website analytics and PPC initiatives and campaigns
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- Optimize copy and landing pages for search engine marketing.
- Perform ongoing keyword discovery, expansion and optimization.
- Research and implement search engine optimization recommendations.
- Research and analyze competitor advertising links.
- Develop and implement link building strategy.
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code.
- Work with editorial and marketing teams to drive SEO in content creation and content programming.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
- Collaborate with others within the marketing department to manage SEO strategy

SEO EXECUTIVE

United Sol

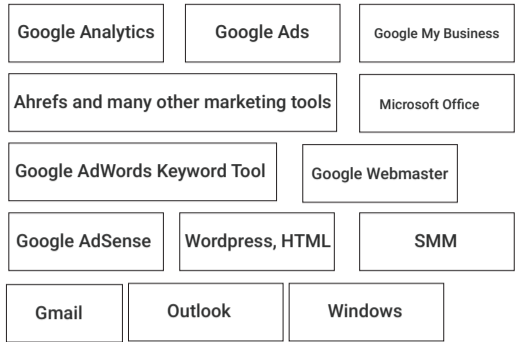
08/2016 - 08/2019 Islamabad Pakistan

<http://www.unitedsol.net/>

Role & Responsibilities

- Preparing detailed strategy reports.
- Identifying powerful keywords to drive the most valuable traffic.
- Reviewing and analyzing client sites for dynamics that can be improved and optimized.
- Running PPC campaigns.
- Optimizing web content with effective keywords, especially the homepage of the website.
- Identifying and productively solving on-page issues.
- Developing link building strategies.
- Keeping updated on both white hat and black hat SEO strategies to avoid stay within search engine guidelines.
- Compiling and presenting SEO guidelines.
- Effectively analyzing Google analytics report.
- Monitoring and creatively driving social media platforms.
- Using Google webmaster tool to principally optimize the website .
- Crafting and running ads on Google adword according to the requirements of the client.
- Contacting highly authoritative blogs in order to generate valuable back links.

EXPERTIES



TOP RATED SEO WORKED

One World IT Rental

2020 Dubai

<https://oneworldrental.ae/>

Some targeted keywords are

- iPad Rental
- iPad Hire
- Laptop Rental
- Laptop Hire

Pitstoparabia

2019 Dubai

<https://www.pitstoparabia.com/>

Some targeted keywords are

- Tyres Dubai
- Car tyres Dubai
- Buy tyres online Dubai
- Tyres UAE
- Bridgestone tyres

Fabglassandmirror

2018 USA

<https://www.fabglassandmirror.com/>

Some targeted keywords are

- Glass Shower Enclosures
- Glass Tops
- Tempered Glass
- Glass Tables

Tablets4rental

2018 UK

<https://www.tablets4rental.com/>

Some targeted keywords are

- iPad Rental
- Tablets Rental
- iPad Rental company in UK
- Tablets Rental Company in UK
- Tablets and iPad rental in UK

EDUCATION

Bachelors in Software Engineering

Foundation Universty Islamabad

2013 – 2017

Islamabad Pakistan

STRENGTHS



My Engaging Content

After 7 Years of Extensive Experience in Digital Marketing & SEO.



Partner with Over 8000 Websites & Blogs

I have the collaborated with over 8000 Domains Worldwide with different languages in my SEO Career.



Mastering Almost All Marketing Tools

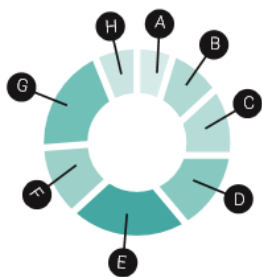
Expertise on SEOClarity, gShift, Deep Crawl, MOZ, AHrefs, Majestic SEO, SEMRUSH, HootSuite, Nightwatch, Yotpo, Pitch Box, Long Tail Platinum, Amazon AWS Services, Web Scrapers & Much More.



Expert in Implementing Structured Data

I can implement custom Structured Data to alter the SERP results increasing the CTR dramatically.

HOW I SPEND MY DAY



- A** Slipping Coffe & Preparing Spreadsheet of all the ingredients
- B** Spreading Time With Team and Inter department communication
- C** Competitive Analysis
- D** Handling PR and Outreaching with Anchor Text Optimization (keeping it natural)
- E** Brainstorming with Team
- F** Checking for all CTR optimization Opportunities
- G** Checking forGoogle Search Algorithm Updates

KEY SKILLS

Search Engine Optimization

Social Media Marketing

Google Ads

Marketing Tools

Facebook Campaign

Instagram Campaigns

Web Development

Team Management

Email Marketing

WhatsApp Marketing

MY PASSIONS



Blogging



Entrepreneurship



Public Motivational Speaker



Leadership