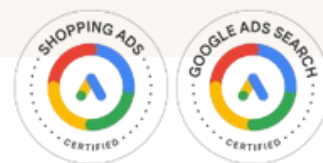


# SAHIBZADA ZIAULLAH



Results-driven Digital Marketing Specialist with expertise in strategic Google Ads campaign management, SEM, and comprehensive SEO. Proficient in Google Ads, Bing Ads, and Facebook Ads Manager, leveraging Google Analytics and Ahrefs for optimization. Led multi-channel campaigns achieving a 35% organic traffic increase and a 25% ROI improvement in six months. Skilled in meticulous keyword research, precise audience targeting, and compelling ad copywriting, continuously optimizing based on KPIs to maximize lead generation and ROAS. Also experienced in technical SEO audits and website structure optimization for enhanced visibility and engagement. Holds a diploma in E-commerce Web Development and a Master's in Business Development (Sweden).



## Kontakt

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- www.webcomm.se
- Umeå, Sweden

## Education

- Ecommerce Web - Development**  
Change Maker Education, Sweden.
- Master in Business development**  
Umeå University Sweden
- Master's in Business Administration (MBA)**  
NUML Pakistan
- Bsc Statistics and Economics**  
ICP, Peshawar, Pakistan

## Competencies

- Google: Ads, Merchant Center, Tag Manager, Search Console, Analytics, Reporting
- SEO: On page, Off page, Technical, Auditing, Schema markup implementation, Content optimization, SEM rush, Moz
- Web: Javascript, React.js, Next.js, HTML 5, CSS, Tailwind CSS, Bootstrap CSS

## Work Experience

### Digital Marketing Expert

**Booknordics.com**

August 2022 - November-2024

As a Digital Marketing Expert at Booknordics, I drive customer acquisition and optimize marketing ROI across a portfolio of over 2,000 adventure products through strategic management of Google Ads, targeted email marketing, and SEO initiatives. My responsibilities include full-cycle Google Ads campaign execution, from planning and optimization to performance analysis against key metrics. I develop and implement email marketing strategies to nurture leads and improve conversion rates. Furthermore, I leverage SEO to enhance organic visibility and drive qualified traffic. Utilizing Google Tag Manager and Google Analytics, I track user behavior, map customer journeys, and optimize conversion funnels, consistently monitoring KPIs such as lead generation, conversion rates, and return on investment to ensure impactful marketing outcome

### Digital Marketing Specialist

**Merakommunikation AB**

August 2022 - November-2024

As a Digital Marketing Specialist at Merakommunikation in Sweden, I achieved strong results for general service clients through strategic Google Ads and comprehensive SEO. My Google Ads expertise includes complete campaign management, covering detailed keyword research and precise audience targeting, the development of compelling ad creatives, and continuous performance optimization for crucial KPIs such as CTR and conversion rates, consistently achieving solid ROI through effective bidding strategies and thorough A/B testing. My SEO proficiencies encompass in-depth keyword analysis, comprehensive on-page optimization of website elements, the development and execution of effective content strategies, the acquisition of high-quality backlinks, and ensuring optimal website indexing and crawlability to significantly enhance organic visibility and drive sustainable growth in online presence.

### SEO specialist and Social Media Manager

**Alvis Group of Companies**

Jan 2021- August 2022

As a Digital Marketing Specialist at Alvisstād Group of Companies, I managed and optimized the online presence for a portfolio of three to four distinct cleaning companies. My responsibilities included driving organic traffic through comprehensive SEO strategies and managing the performance of Google Ads campaigns to maximize lead generation and conversions. I also developed engaging blog content, oversaw their online booking systems, managed social media channels, and contributed to web development projects. This multifaceted role allowed me to gain expertise across a wide range of digital marketing disciplines, contributing to the overall growth and efficiency of the group's online operations.

## Languages

English



Svenska



Urdu/Hindi



## Referces

### **David Sagebo**

VD & SocialMedia Consultant

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