



Humayoun Mussawar

Digital Marketing Manager / Marketing Manager at
AH Group of Companies

I help businesses to boost their digital rankings by improvising better marketing tactics. Experienced SEO Executive, Optimization of website in order to achieve greater results in search engines. Staying up to date with google algorithm, latest techniques in SEO and internet marketing, such as technical reviews, site architecture design, keyword research and on-page implementation, link building, competitive analysis and research. Also handles technical issues such as redirects, adding robots.txt and XML sitemap files and analytics review and implementation. Communicating mostly with the designers and programmers on technical issues. Extensive experience building, maintaining, and running successful digital marketing campaigns. Adept at creating and implementing client-centered, successful campaigns, aimed at improving brand awareness and presence.

Strengths & Skills

- ✓ Content Management
- ✓ Facebook Ads
- ✓ Keyword Search
- ✓ On page
- ✓ Content Marketing
- ✓ Google Ads
- ✓ Marketing
- ✓ Search Engine Optimization (SEO)
- ✓ Content Optimization
- ✓ Keyword Analysis
- ✓ Off page
- ✓ WordPress

Certifications

Google Ads Essential Training

Linkedin

<https://drive.google.com/file/d/1eOie273tgM6FTcyYWbxcu2IHvPhKWbba/view?usp=sharing>

Starting Dec 2022

Marketing on Instagram

Linkedin

<https://drive.google.com/file/d/1xjvoAtdmWhRnllfj0wmrNR6EuYIHfPCf/view?usp=sharing>

Starting Dec 2022

The Fundamentals Of Digital Marketing

Google Digital Garage

<https://drive.google.com/file/d/1bs-3iXLPd4bwi0z3ABDxkj-Ebc33HVl3/view>

Starting Dec 2022

Linkedin Marketing Fundamentals

<https://humayounmussawar.com/about-me/>

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Apr 2021 - Oct 2023

Experience 6 years

AH Group Of Companies

SEO Expert / Digital Marketing Expert

1.9 years

Feb 2021 - Present

Graana Group Of Companies

SEO Specialist / SEO Expert / SEO Executive

2 years

Feb 2019 - Feb 2021

Sol Of Tech

Sr. ASO Executive

2.8 years

Mar 2016 - Dec 2018

Projects

Elliottwave Forecast (Elliottwave Forecast)

<https://elliottwave-forecast.com/>

Semrush, Ahref, Google analytics, Google Keyword planner,

S2S Marketing (S2S Marketing)

<https://s2smark.com/>

SEMrush, Google Analytics, Screaming Frog, Google Ads, Moz, Page Speed Insights, Keyword Planner

Contact Info

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🏠 Lane No 14 Quaid e Azam Colony
Rawalpindi
Rawalpindi, Pakistan

Academics

BCSE | 2016

Foundation University, Rawalpindi

Industries

- Digital Marketing
- Marketing
- Social Media Marketing

Functional Areas

- Marketing
- Search Engine Optimization (SEO)
- Digital Marketing
- Social Media Marketing
- Social Media Optimization
- Search Engine Marketing

Languages

- Urdu - Native
- English - Medium

Hobbies

- Cricket
- Books
- Internet Surfing

Realtorspk (Realtorspk)

<https://realtorspk.com/>

Ahrefs, Google Search Console, SEMrush, Screaming frog, Google Analytics, Google Page Speed Insight, Uber Suggest

AH Group Of Companies (AH Group Of Companies)

<http://ahgroup-pk.com/>

Business Manager, Google Trends, CRM for Leads, Excel, Ads Library Mailchimp, Ahrefs
Google Search Console SEMrush Screaming frog Google Analytics

Work History

AH Group Of Companies

Feb 2021 - Present (1.9 years)

SEO Expert / Digital Marketing Expert

Islamabad, Pakistan

Define & deliver Digital Marketing Strategy across different cities include Peshawar, Mardan, DI Khan, Islamabad and brands Build the SEM function across all territories & languages we operate. Identify new marketing opportunities and strategies, leading the advertisement team to execute the ideas. Implement technical strategies on all websites to meet the google standards Review and approve the work of in-house and outsourced SEO team Utilize a data-lead approach when creating content. Work with Data and Analytics to build reports and dashboards that give insights into organic search performance, trends and opportunities

Research and analysis to improve a website's ranking on search engines like Google, Yahoo and Bing etc. Find the most popular and relevant keywords used in search engine queries and insert them into websites, helping search engines find those sites and display them to web users. Developing and implementing effective search engine optimization (SEO) strategies. Coordinating content, design, social media, pay-per-click (PPC) marketing and other activities. Managing offsite and onsite optimization projects and reporting on performance

Responsibilities Includes

- Provide training and education within the company to help individuals build their Social Media Marketing expertise and on-board new joiners
- Working closely with the product and development team to advise and oversee site changes and technical marketing requirements
- Competitor analysis, Technical audits & recommendations
- Develop and execute successful SEO strategies
- Manage team of SEO Specialists
- Conduct keyword research to guide content teams
- Review technical SEO issues and recommend fixes
- Optimize website content, landing pages and paid search copy Direct off-page optimization projects (e.g. link-building)
- Collect data and report on traffic, rankings and other SEO aspects
- Work with social media and PPC teams to optimize campaigns
- Keep abreast of SEO and integrated marketing trends
- Strong understanding and experience with Google Analytics, able to make data-based decisions
- Staying up-to-date with the latest trends and changes in SEO, PPC, social, and potential new channels and strategies
- Brand Awareness Lead Gen Strategies

Social Media Marketing Tools

- Business Manager
- Google Trends
- CRM for Leads
- Excel
- Ads Library Mailchimp

Search Engine Optimization Tools

- Ahrefs

Graana Group Of Companies

Feb 2019 - Feb 2021 (2 years)

SEO Specialist / SEO Expert / SEO Executive

Islamabad, Pakistan

Possess sound working knowledge of On page and Off page Optimization. Using tools like Google Keyword Research to conduct 'keyword analysis' to identify which words are likely to be most effective. Involving in selecting specific words and key phrases for which the site or individual/landing pages should be optimized. Having good experience in optimizing Meta Title, Meta Description, Meta Keywords, H1, H2, H3 and various HTML tags (on page optimization). Internal link building within sites. Creating .xml sitemaps and HTML sitemaps. Analyzing the site

from the SEO point of view, Implementing 301 Redirect, Correcting Broken Links, Canonical Redirect. Back Link Campaign: Article Submission, Graana Blog Optimization/Submission/Commenting, Directory Submission, Classified Submission and Graana Youtube Video Optimization. Coordinating with the Designer/Developer to make technical adjustments to web pages to ensure they are constructed in a way that does not prevent search engines from indexing them.

Also handles technical issues such as redirects, adding robots.txt and XML sitemap files and analytics review and implementation. Communicating mostly with the designers and programmers on technical issues. Continually monitor organic search rankings to maximize traffic. Tracking website users using Web Analytics (Google Analytics). Carrying out competitor research. Staying up to date with google algorithm, latest techniques in SEO and internet marketing, such as technical reviews, site architecture design, keyword research and on-page implementation, link building, competitive analysis and research.

Other Management Areas of Responsibility:

- Strong management skills with the ability to lead a team in the most efficient way
- Strong understanding and experience with Google Analytics, able to make data-based decisions
- Staying up-to-date with the latest trends and changes in SEO, PPC, social, and potential new channels and strategies
- Brand Awareness Lead Gen Strategies
- Develop Marketing Strategies
- SEMrush
- Branding
- Social Campaigns
- Search Engine Campaigns
- Brand Book
- Mall Events
- Outdoor Media Planning
- Team Management
- Listings Plan & Execution
- Investment campaigns Execution
- Google Analytics
- Facebook Ads Manager
- Screaming Frog
- Google Ads
- Page Speed Insights
- Keyword Planner
- Ahrefs
- Open Site Explorer
- Google Search Console

Search Engine Marketing Tools

- SEMrush Google Analytics
- Screaming Frog Google Ads
- Moz
- Page Speed Insights
- Keyword Planner

Sol Of Tech

Mar 2016 - Dec 2018 (2.8 years)

Sr. ASO Executive

Islamabad, Pakistan

Responsible for Apps and Games Downloads, Ranking and Rating. Analysis of Different Apps Store markets and also has to provide the recommendation and suggestion for Apps and Games. Understanding of the mobile apps and game market. Marketing of the games/apps through the internet. Sharing plans as per current market trends. Indexing apps/games and improving its ranking, the app will be more present on the App Store or Play Store. Stay on top of the latest developments in app store optimization on various platforms, including App Store and Google Play. Identify opportunities for improving visibility, ranking, and reviews of app. Run app campaigns and built ads strategies.

Conduct competitive analysis and research, staying up to date on the competitive landscape. Identify, acquire and roll out ASO tools and services throughout the company. Manage multiple projects and to identify and prioritize the ones with highest impact at lowest opportunity cost. Creates a compelling story using the right creatives such as app store screenshots, icons, and captions, as well as the right strategic content with keyword research, titles and descriptions.

ASO Tools Include

1. Appannie
2. Sensor Tower
3. Mobile Action,
4. App Tweak

Elliottwave Forecast

Jan 2021 - Mar 2022 (1.2 years)

Company: Elliottwave Forecast

<https://elliottwave-forecast.com/>

Tools: Semrush, Ahref, Google analytics, Google Keyword planner,

Possess sound working knowledge of On page and Off page Optimization. Using tools like Google Keyword Research to conduct 'keyword analysis' to identify which words are likely to be most effective. Involving in selecting specific words and key phrases for which the site or individual/landing pages-should be optimized. Having good experience in optimizing Meta Title, Meta Description, Meta Keywords, H1, H2, H3 and various HTML tags (on page optimization). Internal link building within sites.Creating .xml sitemaps and HTML sitemaps. Analyzing the site from the SEO point of view, Implementing 301 Redirect, Correcting Broken Links, Canonical Redirect. Back Link Campaign: Article Submission, Graana Blog Optimization/Submission/Commenting, Directory Submission, Classified Submission and Graana Youtube Video Optimization. Coordinating with the Designer/Developer to make technical adjustments to web pages to ensure they are constructed in a way that does not prevent search engines from indexing them.

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S2S Marketing

Jan 2021 - Present (2 years)

Company: S2S Marketing / S2S Marketing

<https://s2smark.com/>

Tools: SEMrush, Google Analytics, Screaming Frog, Google Ads, Moz, Page Speed Insights, Keyword Planner

Possess sound working knowledge of On page and Off page Optimization. Using tools like Google Keyword Research to conduct 'keyword analysis' to identify which words are likely to be most effective. Involving in selecting specific words and key phrases for which the site or individual/landing pages-should be optimized. Having good experience in optimizing Meta Title, Meta Description, Meta Keywords, H1, H2, H3 and various HTML tags (on page optimization). Internal link building within sites.Creating .xml sitemaps and HTML sitemaps. Analyzing the site from the SEO point of view, Implementing 301 Redirect, Correcting Broken Links, Canonical Redirect. Back Link Campaign: Article Submission, Graana Blog Optimization/Submission/Commenting, Directory Submission, Classified Submission and Graana Youtube Video Optimization. Coordinating with the Designer/Developer to make technical adjustments to web pages to ensure they are constructed in a way that does not prevent search engines from indexing them.

Realtorspk

Jan 2021 - Present (2 years)

Company: Realtorspk / Realtorspk

<https://realtorspk.com/>

Tools: Ahrefs, Google Search Console, SEMrush, Screaming frog, Google Analytics, Google Page Speed Insight, Uber Suggest

Handles technical issues such as redirects, adding robots.txt and XML sitemap files and analytics review and implementation. Communicating mostly with the designers and programmers on technical issues. Continually monitor organic search rankings to maximize traffic. Tracking website users using Web Analytics (Google Analytics). Carrying out competitor research. Staying up to date with google algorithm, latest techniques in SEO and internet marketing, such as technical reviews, site architecture design, keyword research and on-page implementation, link building, competitive analysis and research.

AH Group Of Companies

Jan 2021 - Present (2 years)

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