



## Shahzad Gohar

SEO & Digital  
Marketing Expert and  
Consultant

### How to reach me:

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### Personal Profile

I'm a Professional SEO and Digital marketing expert with over 4 years industry experience, specialist in White Hat SEO techniques, SMM, SEM, Web Traffic and I understand what it takes to get your website #1

### Educational Training

#### Alhamd Islamic Univeristy

BS in Computer Science

### Certificates

#### DIGITAL MARKETING

- 3 months training in DIGITAL MARKETING course under DigiSkills Training Program.

#### SEO (Search Engine Optimization

- 3 months training in SEO (Search Engine Optimization) course under DigiSkills Training Program

### Professional Skills

#### Technical Skills:

Keyword Analysis, On-page / Off-page SEO Optimization, Maintaining social media Competitors research, Google Search Console WordPress, SEO Tools, SMM, SEM, etc.

#### Personal/Interpersonal Skills

Self Motivated, Teamwork, Strong organization, communication, Creativity, Time management, Self-learning

### Career Summary

#### SEO Specialist

uExel - Islamabad

November 2018 to December 2019

- Develop SEO strategies for Company websites including On page and Off page factors
- Maintaining social media presence across all digital channels

#### SEO Expert

Taaruff - Rawalpindi

December 2019 to May 2020

- Develop SEO strategies for Company websites including On page and Off page factors

#### Digital Marketing Manager

Taxology - Rawalpindi

June 2020 to May 2021

- Leading and Managing digital marketing team.
- Developing SEO and digital marketing strategies for Clients websites.
- Conducting interviews of new candidates.

#### Project Manager

5Tree Digital - Rawalpindi

June 2021 to Present

- Developing strategies for websites development, web content, SEO & social media and maintaining a presence across all digital channels.
- Generating monthly performance reports.

#### Digital Marketing Consultant

GEM Services - Rawalpindi

Aug 2022 to Present

- Developing strategies for websites development, web content, SEO & social media and maintaining a presence across all digital channels.

### Character References

**Sajid Ali**

Software Engineer, uExel - Islamabad  
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**Waqar Azeem**

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**Tahir Saleem**

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**Hamza Usman**

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