

Noman Zafar

Phone No: +92 344 6069464

Email: nomanensari55@gmail.com

LinkedIn: <https://www.linkedin.com/in/noman-zafar-ansari-60491891/>

Address: Islamabad, Pakistan

SEO & DIGITAL MARKETING EXPERT

SEO & Digital Marketing Expert with 7+ years of experience driving measurable growth for businesses across international markets. Specialized in search engine optimization, technical SEO, and digital strategies that improve visibility, increase organic traffic, and generate qualified leads. Proven track record of scaling websites, managing cross-functional teams, and delivering results through data-driven strategies and analytics.

Skills Summary

- **Core SEO:** Semantic SEO, Technical SEO, On-Page/Off-Page SEO, Entity SEO, Keyword Research, Content Strategy, Link Building
- **Marketing & Ads:** Google Ads, Meta Ads, LinkedIn Ads, Email Marketing, Social Media Strategy
- **Analytics & Tools:** GA4, Google Tag Manager, Google Search Console, Ahrefs, SEMrush, Screaming Frog, Excel, Google Keyword Planner, Google Trends
- **Others:** WordPress Development, Reporting Dashboards, Project & Team Management

STILL WORKING

Discretelogix | Software Development Company | Islamabad
SEO & Digital Marketing Expert

Feb 2024 – Present

Key Achievements:

- Managed SEO strategy for 5+ websites including company website targeting Canada, USA, and Sweden markets, plus 4 e-commerce platforms targeting USA, UK, and Australia markets
- Achieved 530% organic traffic growth for Discretelogix website through semantic SEO implementation and strategic site expansion
- Expanded company website from 2-3 pages to 35+ strategic pages including 15 staff augmentation pages, service offerings, and geo-targeted content
- Improved e-commerce platform performance by 400%+ through technical SEO optimization, Core Web Vitals improvements, and strategic content development
- Migrated historical GA data from 7 different ecommerce stores to BigQuery, creating advanced reporting dashboards for data-driven decision making
- Led cross-functional team of 6 (2 designers, 3 content writers, 1 developer) delivering SEO-optimized content and marketing assets

Responsibilities:

- Conducted comprehensive site audit and architected semantic SEO strategy with entity optimization and user intent analysis across multiple websites
- Developed 35+ WordPress landing pages with custom functionality for service offerings and staff augmentation
- Resolved critical technical SEO issues and optimized Core Web Vitals across e-commerce platforms for improved performance
- Strengthened internal linking structure and site architecture across all digital properties
- Implemented GA4, GTM tracking infrastructure for accurate conversion monitoring and analytics

- Designed and executed blog content strategies targeting North American, European, and Australian markets
- Executed integrated digital marketing campaigns including email marketing (Klaviyo), social media management, and paid advertising
- Developed comprehensive case studies for completed projects showcasing SEO results and client success stories
- Established business profiles on Clutch, GoodFirms, and managed local listing optimization
- Produced monthly performance reports and conducted competitor analysis for international markets
- Mentored team members on SEO best practices, content optimization, and analytics

PREVIOUS EXPERIENCE

CodesOrbit | Mobile & Web Development Company | Islamabad

SEO & Digital Marketing Lead

Feb 2021 – Jan 2024

Key Achievements:

- Led complete website development for codesorbit.com and revolveai.com, migrating from custom platforms to WordPress for improved management and flexibility
- Expanded each website to 25+ pages including service offerings, industry solutions, and geo-targeted content
- Developed international SEO strategy targeting USA, UK, Australia, and Gulf region markets (Saudi Arabia, Qatar, UAE) through country-specific subdomains
- Created comprehensive case studies for completed projects showcasing technical solutions and client success
- Led team of designers, content writers, and developers while personally handling significant development work

Responsibilities:

- Conducted market research and developed SEO strategies for North American, European, Australian, and Middle Eastern markets
- Built WordPress websites from scratch with custom functionality and personally developed multiple pages
- Created country-specific subdomains for regional targeting and localized content
- Designed blog content strategy and optimized service landing pages for organic and paid campaigns
- Developed detailed case studies and marketing content highlighting successful client projects
- Led social media strategy across LinkedIn, Facebook, and Twitter
- Managed Google Ads campaigns and tracked performance using Google Analytics
- Established business profiles on relevant platforms
- Collaborated with technical team on website security and performance improvements

PREVIOUS EXPERIENCE

MHI Digital Solutions | Digital Marketing Agency | Rawalpindi

SEO Specialist

May 2020 – Jan 2021

Key Achievements:

- Scaled PeachyEssay.com from 3,000 to 100,000+ ranking keywords and grew organic traffic from 7,000 to 70,000+ visitors
- Built complete website from scratch including research, content strategy, design, and development for academic writing services platform

- Created country-specific subdomains targeting USA, UK, Australia, France, Germany, and Saudi Arabia with localized content and pages
- Led cross-functional team of SEO specialists, designers, and content writers
- Worked on multiple affiliate and blogging websites delivering SEO optimization and content strategies

Responsibilities:

- Conducted comprehensive website development including market research, site architecture, content planning, and technical implementation
- Developed country-specific pages and subdomains for international markets with localized SEO strategies
- Resolved critical technical SEO issues and implemented optimization strategies across multiple websites
- Led SEO team in executing keyword research, on-page optimization, and link building campaigns
- Collaborated with developers on technical implementations and performance improvements
- Directed designers and content writers to create SEO-optimized assets aligned with user intent
- Monitored SEO campaigns and made data-driven adjustments to improve performance
- Conducted competitor research and identified opportunities for ranking improvements

PREVIOUS EXPERIENCE

Moftak Solutions | Software Development Company | Rawalpindi
Digital Marketing Executive

Feb 2019 – March 2020

Responsibilities:

- Learned digital marketing fundamentals including SEO, social media marketing, and email marketing strategies
- Performed SEO audits and recommended improvements for client websites to increase organic traffic
- Created proposals for digital marketing services and client presentations
- Executed link building campaigns and managed backlink acquisition strategies
- Optimized website content and identified content gaps using keyword research and SEO principles
- Managed social media marketing campaigns across multiple platforms
- Conducted email marketing campaigns to support client lead generation
- Applied on-page optimization techniques to improve site visibility and user experience
- Conducted keyword research to target high-traffic terms and integrated them into SEO campaigns

Certification & Education

Google Certified Professional

- ✓ Google Analytics for Beginners
- ✓ Advanced Google Analytics
- ✓ Google Ads Search Certified
- ✓ Shopping Ads
- ✓ On-Page SEO Essentials with Semrush

EDUCATION

Bachelor of Science, in Information Technology (**Hons.**)

Arid Agriculture University, Rawalpindi

Session (2013 – 2017)

PROJECTS

Corporate Websites:

- ✓ <https://www.discretelogix.com/>
- ✓ <https://codesorbit.com/>
- ✓ <https://revolveai.com/>

E-commerce Platforms:

- ✓ <https://www.budgetmailboxes.com/>
- ✓ <https://www.mailboxworks.com/>
- ✓ <https://www.lowpriceclustermailboxes.com/>
- ✓ <https://www.leatherjacketmaster.com/>

Service Platforms:

- ✓ <https://peachyessay.com/>