

NOMAN ZAFAR

SEO & Digital Marketing Expert

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Portfolio: <https://digitalwithnoman.com>

PROFILE SUMMARY

SEO & Digital Marketing Expert with 7+ years of experience delivering measurable organic growth for businesses across the USA, UK, Canada, Australia, and Gulf markets. Delivered a 530% traffic increase for a B2B software company, scaled an academic platform from 7,000 to 50,000+ monthly visitors (614% growth), and improved eCommerce performance by 400%+ in under a year. Specialized in Technical SEO, Semantic SEO, International SEO, and AI search visibility (GEO/AEO). Proven team leader and cross-functional collaborator with experience managing designers, content writers, and developers.

TECHNICAL SKILLS & EXPERTISE

SEO & Search

Technical SEO, Semantic SEO, On-Page/Off-Page SEO, International SEO, Local SEO

Content & Strategy

Keyword Research, Content Strategy, Link Building, Site Architecture, Internal Linking

SEO Tools

Ahrefs, SEMrush, Screaming Frog, Google Keyword Planner, Surfer SEO, Rank Math, Yoast

CMS & Development

WordPress Development, Core Web Vitals Optimization, GTM Implementation

AI Search (GEO/AEO)

Generative Engine Optimization, AI Overviews, ChatGPT, Gemini, Perplexity Visibility

Analytics & Tracking

GA4, Google Tag Manager, Google Search Console, BigQuery, Reporting Dashboards

Paid & Social

Google Ads, Meta Ads, Email Marketing (Klaviyo), Social Media Strategy

Leadership

Team Management, Client Reporting, Competitor Analysis, Mentoring

STILL WORKING

SEO & Digital Marketing Expert

Feb 2024 – Present

Discretelogix | Software Development Company | Islamabad

- Achieved 530% organic traffic growth for Discretelogix.com through semantic SEO strategy and expanding the site from 2–3 pages to 35+ targeted pages covering staff augmentation, service offerings, and geo-targeted content
- Improved eCommerce performance by 400%+ across 4 platforms (USA, UK, Australia) through technical SEO, Core Web Vitals optimization, and strategic content development
- Migrated historical GA data from 7 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
- Implemented GA4 and GTM tracking infrastructure for accurate conversion monitoring across all digital properties
- Executed integrated digital marketing campaigns including email marketing (Klaviyo), social media management, and paid advertising
- Managed SEO strategy for 5+ websites targeting Canada, USA, Sweden, UK, and Australia markets simultaneously
- Established business profiles on Clutch and GoodFirms; managed local listing optimization and produced monthly performance reports

PREVIOUS EXPERIENCE

SEO & Digital Marketing Lead

Feb 2021 – Jan 2024

CodesOrbit | Mobile & Web Development Company | Islamabad

- Developed international SEO strategy targeting USA, UK, Australia, and Gulf markets (Saudi Arabia, Qatar, UAE) through country-specific subdomains
- Led full website development for codesorbit.com and revolveai.com, migrating from custom platforms to WordPress and expanding each to 25+ pages
- Built localized content and on-page strategy for North American, European, Australian, and Middle Eastern markets
- Managed Google Ads campaigns, tracked performance via Google Analytics, and led social media strategy across LinkedIn, Facebook, and Twitter
- Led team of designers, content writers, and developers on all SEO and content deliverables

PREVIOUS EXPERIENCE

SEO Specialist

May 2020 – Jan 2021

MHI Digital Solutions | Digital Marketing Agency | Rawalpindi

- Scaled PeachyEssay.com from 7,000 to 50,000+ monthly visitors — 614% organic traffic growth — and grew ranking keywords from 3,000 to 100,000+
- Built the complete website from scratch including research, architecture, content strategy, design direction, and technical implementation
- Created 6 country-specific subdomains targeting USA, UK, Australia, France, Germany, and Saudi Arabia with fully localized content
- Led cross-functional team of SEO specialists, designers, and content writers; worked on multiple affiliate and blogging websites

PREVIOUS EXPERIENCE

Digital Marketing Executive

Feb 2019 – Mar 2020

Moftak Solutions | Software Development Company | Rawalpindi

- Performed SEO audits, keyword research, on-page optimization, and link building campaigns for client websites

- Created client proposals and presentations; managed social media and email marketing campaigns across multiple platforms

KEY PROJECTS

CORPORATE WEBSITES

Discretelogix — B2B Software Company Website

Expanded from 2 pages to 35+ strategic pages covering staff augmentation, service offerings, and geo-targeted content for Canada, USA, and Sweden.

<https://www.discretelogix.com>

CodesOrbit & RevolveAI — Corporate Websites

Full website builds on WordPress with international SEO across USA, UK, Australia, and Gulf markets.

<https://codesorbit.com> | <https://revolveai.com>

eCOMMERCE PLATFORMS

Budget Mailboxes / Mailbox Works / Low Price Cluster Mailboxes

Technical SEO, Core Web Vitals, and content strategy across 3 interconnected eCommerce stores for the USA market.

<https://www.budgetmailboxes.com> | <https://www.mailboxworks.com> | <https://www.lowpriceclustermailboxes.com>

Leather Jacket Master

Technical and on-page SEO optimization for UK/US fashion brand driving sustained organic traffic uplift.

<https://www.leatherjacketmaster.com>

SERVICE PLATFORMS

PeachyEssay — Academic Writing Services

Built full website from scratch. Scaled to 50K+ monthly visitors and 100K+ ranking keywords. Created 6 country-specific subdomains.

<https://peachyessay.com>

CERTIFICATIONS

- Google Analytics for Beginners & Advanced Google Analytics
- Google Ads Search Certified
- Shopping Ads Certification
- On-Page SEO Essentials — SEMrush

EDUCATION

Bachelor of Science in Information Technology (Hons.)

Arid Agriculture University, Rawalpindi

2013 – 2017