

# Sharjeel Shakeel

📍 Faisalabad, Punjab, Pakistan ✉ sharjeelshakeel7777@gmail.com 📞 +923007073026 🌐 linkedin.com/in/sharjeel-shakeel

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## SUMMARY

As a Google certified digital strategist with six years of experience, I have helped numerous businesses achieve their growth objectives through effective digital marketing strategies.

My expertise spans a range of areas, including

B2B marketing, lead generation, search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and more.

Throughout my career, I have had the opportunity to work with esteemed companies such as:

HSBC Bank

HBO

Spotify

SONY

MG Motors

Bank of Singapore

AXA Bank

By collaborating with these renowned companies, I gained valuable insights into various industries and developed a diverse skill set to meet the unique challenges and goals of each business.

My approach is always tailored to the specific needs of each business I work with. I take the time to understand your unique goals, challenges, and target audience, and develop a customized digital marketing plan to help you achieve success.

Whether you're a small startup or a large enterprise, I have the skills and experience to help you grow your business. I can assist you with everything from building a strong online presence to generating qualified leads and increasing conversions.

If you're looking for a digital strategist who can help you take your business to the next level, let's connect. I'm always eager to collaborate with new clients and create effective digital marketing solutions that drive results.

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## EXPERIENCE

### Digital Strategist

Torrantal Asia

May 2021 – September 2022, Singapore

- Developed and executed digital marketing strategies for clients in various industries, including healthcare, finance, and technology.
- Conducted market research and competitor analysis to identify opportunities and inform strategic decision-making.
- Utilized SEO, PPC, social media, and content marketing to drive website traffic, increase leads, and improve conversions.
- Monitored campaign performance and provided regular reports to clients, highlighting key metrics and insights.
- Improved website rankings by 30% and increased site traffic by 40%, resulting in a 8% increase in leads and conversions.

### Digital Marketing Manager

GAOTek Inc.

August 2020 – November 2021, Remote

- Developed and executed digital marketing campaigns across multiple channels, including SEO, PPC, social media, and email marketing.
- Managed a team of digital marketers to deliver successful campaigns that exceeded company goals and objectives.
- Utilized data analytics tools to monitor campaign performance, identify areas for improvement and adjust strategies accordingly.
- Collaborated with cross-functional teams to ensure consistency and alignment of marketing messaging and branding.
- Increased website traffic by 40% and the conversion rate of leads by 100%. Implemented remarketing strategies that resulted in an increase in return on ad spend by 150%.

### Digital Marketing Specialist

Patroids Creative Works

August 2020 – September 2021, Singapore

- Managed social media accounts for multiple clients, including content creation, scheduling, and community management.
- Developed and executed email marketing campaigns to promote products and services, increase engagement, and drive sales.
- Conducted SEO audits and implemented on-page optimization strategies to improve website visibility and search engine rankings.
- Utilized data analytics tools to track campaign performance and provide recommendations for improvement.
- Increased engagement rate on social media accounts by 55%, improved website sessions by 15%, and boosted organic search traffic by 25%.

### Search Engine Optimization Specialist

Global

February 2019 – August 2020, Feb 2019 – Aug 2020 · 1 yr 7 mos

- Conducted on-page and off-page SEO audits for clients and implemented optimization strategies to improve website visibility and rankings.
- Utilized Google Analytics and other tools to monitor website traffic, user behavior, and conversion rates.
- Conducted keyword research and develop content marketing strategies to drive organic traffic and increase leads.
- Collaborated with cross-functional teams to ensure website content and structure were optimized for SEO best practices.
- Achieved SEO goals with the optimization of website content and meta tags to increase organic traffic by 25%, and improved average keyword rankings by 4 positions.

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## EDUCATION

### Master of Science – MS, Information Technology

Government College University, Faisalabad · February 2021

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## CERTIFICATIONS

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### Backlink Management

Semrush • 2023

### Content Marketing Principles for Business

Semrush • 2023

### Digital PR

Semrush • 2023

### GA4 for SEO

Semrush • 2023

### Lead Generation with SEO

Semrush • 2023

### SEO Principles

Semrush • 2023

### Shopping ads certification

Google Ad • 2023

### Foundations of Project Management

Google • 2023

### Content Marketing

HubSpot Academy • 2023

### Google My Business

Google • 2022

### Creative Certification Exam

Google • 2022

### Display & Video 360 Certification Exam

Google AdSense • 2022

### Google Ads Display Certification

Google • 2022

### Google Ads Measurement certification

Google Digital Garage • 2022

### Google Ads Search certification

Google AdSense • 2022

### Google Analytics Individual Qualification

Google analytics • 2022

### Google Ads Apps Certification

Google Ad • 2022

### YouTube Asset Monetization

YouTube Marketing • 2022

### YouTube Content Ownership

YouTube • 2022

### Campaign Manager Certification Exam

Google • 2022

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## SKILLS

**Industry Knowledge:** Digital PR, SEO, Off-Page SEO, On-Page Optimization, Inbound Lead Generation, Email Marketing, Email Management, Email Strategy, Email Newsletter Design, Email Design, Email Systems, Content Marketing, Digital Marketing Content, Strategic Content Development, Content Strategy, B2B Marketing, Project Management, Inbound Marketing, Inbound Sales, Sales Enablement

**Tools & Technologies:** Google Analytics