

Shahroz Afzal

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PROFILE

To find a challenging career in an esteemed organization so that I may grow professionally, while earning a good reputation amongst my peers. I am seeking a position that will utilize my skills and expertise while offering the chance for advancement.

EDUCATION

Virtual University of Pakistan	Lahore, PK
<i>Bachelors of Science in Computer Science (BSCS)</i>	Continue
Govt. Shalimar College Lahore (BISE Lahore)	Lahore, PK
<i>Intermediate of Commerce (I. Com)</i>	2013
Government High School Lahore (BISE Lahore)	Lahore, PK
<i>Metric</i>	2010

EXPERIENCE

NHZ Global	Lahore, PK
<i>SEO Consultant</i>	August, 2018 – Continue

- Design and Implement SEO Strategies
- Manage a team, including SEOs, Link Builders, Content Writers
- Keywords Research using Google Insight, Google Trends and Google SK Tool
- Work Closely with Development team to advice them to have Search Engine Optimized Websites.
- Improving Search Engine and Alexa Ranking

Opicmedia	Lahore, PK
<i>SEO Analyst and Social Media Analyst</i>	December, 2017 – July 2018

- SEO Strategist
- Social Media Analyst
- Working on Opicmedia to manage Social Media Pages

- Create Facebook, Instagram Campaigns on behalf of Opicmedia

SGI International Ltd.

Lahore, PK

SEO, ASO and Social Media Analyst

July, 2017 – November, 2017

- On Page SEO on this USA Based Company's Ecommerce website
- Off Page SEO on this USA Based Company's Ecommerce website
- Optimize USA Based Company's Ecommerce mobile (Android & iOS) app
- Create Facebook, Instagram Campaigns on behalf of SGI

Freelancer

Lahore, PK

Freelance SEO Analyst

June, 2016 – Continue

- SEO Analyst
- Work as a freelancer on different projects
- On Page SEO as a freelancer
- Off Page SEO as a freelancer

Digital Media Gang (DMG)

Lahore, PK

SEO Analyst and Social Media Analyst

July, 2015 – June, 2017

- SEO Analyst
- Working on Digital Media Gang to manage Social Media Pages
- Create Facebook, Instagram Campaigns on behalf of DMG

Eparadigm

Lahore, PK

SEO Analyst

July, 2015 – June, 2017

- On Page SEO on behalf of Eparadigm
- Off Page SEO on behalf of Eparadigm

Sports Board Punjab

Lahore, PK

SEO

November, 2014 – June, 2015

- Working on Sports Portal
- Complete On Page SEO on Sports Portal

Advanced Premier Technologies

Lahore, PK

SEO Analyst

May, 2013 – October, 2016

- On Page SEO on this USA Based Printing Company's website
- Off Page SEO on this USA Based Printing Company's website

SKILLS

SEARCH ENGINE OPTIMIZATION

- Market Research
- Content Specifications
- Keyword research
- Competitive analysis
- Link profiling
- Social Media strategies
- Website audits
- Monthly KPI reporting
- Traffic/ analytics analysis
- Link management strategies
- Information architecture structure/ creation
- Knowledgeable on every Google algorithm update
- Able to establish good working relationships with reliable online content providers
- Customer relationship management (CRM) skills
- Mobile marketing skills
- Lead nurturing skills
- Email marketing skills
- Social media advertising skills
- Consumer behavior insights

APP STORE OPTIMIZATION

- Asset Optimization
- Keyword Optimization
- Description Optimization
- App indexing
- ASO tracking tools

SOCIAL MEDIA MARKETING

- Suggested content & Deals for design and to be posted on Social Media Platforms
- Post Designed Content on Social Media
- Comments Moderation
- Social Media messages Reply
- Create Social Media Paid Ad and Manage
- Suggested for new promotions

INTERESTS AND ACTIVITIES

Photography
Photoshop
Movies and Music

REFERENCE

Will Provide on Demand