

# Muhammad Uzair Ansari

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## About Me:

I'm a Brand Manager & an SEO Evangelist with eight years of experience and counting.

I strategize & execute digital marketing strategies for local & global businesses to help them grow — expert in E-Commerce (B2C and B2B), Digital Services, PaaS & SaaS projects.

I'm a strategic & analytical thinker with a proactive & adaptive approach — a firm believer in leading by example. Learning & experimenting is what I enjoy the most. I also capture great photographs!

## What Skills & Expertise Do I Offer:

- Search Engine Optimization | 8 years of experience
  - Strategize SEO Roadmap and Content Marketing Plan
  - Keywords Research & Competitor Analysis
  - SEO Audit - Technical & Business
  - On-Page & Off-Page Optimization
  - SILO Structuring and Schema Tagging
  - Monitoring Performance & Detailed Reporting
  - Seeking, Learning & Implementing New Opportunities
- Search Engine Marketing (Google Ads) | 2 years of experience
  - Campaign Ideation
  - Collaborate to Design the Campaign
  - Preparing Keywords Research & Ads Copy
  - Running & Optimizing Display, Search, and App Campaigns
  - Monitoring Performance & Optimizing Budgets
- Social Media Marketing | 5 years of experience
  - Audit of Social Media Presence
  - Identifying Areas of Improvement & New Doors to Open
  - Campaign Ideation
  - Collaborate to Design the Campaign
  - Running Ad Campaigns
  - Monitoring Performance & Optimizing Budgets
- Email Marketing & Essential Project Management for Digital Marketing, Website Development, Mobile Application Development, & Video Animation
- Business & Market Analysis
- Website & Apps User Experience Testing
- App Store Optimization (ASO) - Apple App Store & Google Play Store

**Other Skills:** Go-getter personality, Leadership Skills, Excellent Communication (English & Urdu), Sales & Presentation, Quick Learning, and Finding opportunities for the employer.

**Tools Experience:** Google (Search Console, Analytics, Keyword Planner, Ads, Tags Manager, Page Insights, Google Data Studio), Ahrefs, SEMrush, Screaming Frog, Hootsuite, Canva, and Mailchimp.

## **Professional Experience:**

### **Lowkel x Seedlabs (US Based) | Digital Strategist & Marketing Lead**

**Aug 2020 - Present**

- Working with the Founder to Develop a Brand Strategy for a Local E-Commerce Ecosystem and create solutions for development, launch, measurement, and optimization that drive brand and product awareness
- Leading, strategizing, and executing digital marketing campaigns on multiple marketing mediums (SEO, SEM, SMM, Content & Email Marketing)
- Initialize, update, and monitor various digital properties such as Websites, Landing Pages, and Blogs in support of digital marketing campaigns based on keyword research and trends.
- Perform Competitors Analysis to stay updated and improve our product for small businesses.
- Developed required KPIs of each marketing channel for the client in SEO, Social Media and PPC.
- Monitoring search data digital marketing tools such as Google Analytics, Tag Manager, Google Data Studio, Google Search Console, Ahrefs, Semrush, and Screaming frog
- Experienced using CRMs such as Hubspot, Salesforce, and Pipedrive and automating workflows
- Acting as a Project Manager in the Design & Development of Apps, Web E-Commerce, Merchant, and an Admin Portal
- Defined and aligned Marketing objectives with C-Level Executives and Developer teams
- Foster and Nurture a Community of Partnered Merchants and Local Delivery Drivers in Portland, Oregon

### **Spruce Box Construction x Seedlabs (US Based) | Digital Marketing Lead**

**Aug 2020 - Jan 2021**

- Strategized & executed complete Local SEO, SEM, & Display ads campaigns
- Acted as a project manager in the redesign of the website and web-copy
- Analyzed the local buyer personas & suggested new services plus improvement areas to the client
- I got successful leads worth \$350k in 6 months.

## **Logitonics Pvt. Ltd | Digital Marketing Manager**

**Jan 2020 - Aug 2020**

- Helped the start-up kick-start digital marketing services & manage all of the local and international clients.
- Ideated and executed strategy & business plan, built a strong team, and managed digital marketing projects.
- Worked on 10+ Clients' Websites and their Branding, Strategic SEO Planning, Advanced On-Page & Off-Page SEO Practices, In-Depth Website Analysis, Business Analysis, Keywords Analysis, and Social Media Marketing.
- Managed and executed Search Marketing Plans for In-house brands such as E-Commerce and Digital Services.
- Increased E-Commerce Leads organically by 50% in the first 4 months.
- Managed a team of 4 SEO Specialists, 2 Content Writers, and 1 Graphics Designer.

## **Technado Pvt. Ltd | Assistant Manager - SEO**

**Apr 2017 - Jan 2020**

- Managed Local SEO for diversified businesses in the USA, Australia, UK, Europe, Hongkong, and Middle-East.
- Strategized SEO Strategies from Business Analysis and Keywords Research to the Execution of On-Page and Off-Page Optimization.
- Helped the client with customer personas and SEO to scale business from the UK to Europe, the USA, and Middle East Region.
- Conducted Competitor Research for most of the clients.
- Trained Sales & Support teams on how to sell SEO Services and help SMEs.
- Voluntarily learned Basic Project Management of Website Development, Video Animation, and Mobile Application development to help other departments optimize their processes.
- Managed a team of 9 SEO Specialists and 2 Project Managers.
- I was awarded a position as an advisor to the company's stakeholders.

## **BYVentures | SEO Expert**

**Sept 2016 - Apr 2017**

- Learned, Strategized & Executed SEO for a Satire & Current Affairs News Blog ([www.parhlo.com](http://www.parhlo.com))
- Identified under-performing categories and improved them
- Collaborated with writers to improve writing styles
- Identified & introduced new categories to increase organic traffic
- Increased organic traffic by 12k/day to 52k/day in 6 months

## **iShopping.pk | SEO Expert**

**Sept 2015 - Aug 2016**

- Audited SEO standings at that time and identified problems to solve
- Strategized, improvised, and executed a new SEO plan for the electronics shopping category, which brought significant success
- Was promoted to manage the SEO & Product team to improve other website categories.
- Collaborated with the Content Team to improve the verbiage of products and blogs.
- Within the early 6 months, the traffic and orders increased by 90%
- Strategized & Executed Social Media Plans for shopping seasons and got a success
- Participated & Represented the company on public forums and small conferences.
- Planned & Executed brand awareness campaigns in multiple colleges & universities in Karachi
- Hired and trained a team of 20 interns, and 10 of them continued their careers in digital marketing.

- Worked as a Product Engineer and helped freemium businesses to get leads for 1 year & then promoted to Digital Marketing.
- Started learning SEO and shifted my career path.
- Executed Off-Page SEO for TradeKey and its clients based in China, the USA, the UK, and UAE.
- After 5 months of learning & execution, I was handed over my 1st client (<https://www.alviarmani.com/>)
- Learned Reputation Management and successfully executed a campaign.
- Participated by contributing content and SEO to a Women's Empowerment Campaign for Asia backed by USAID called "[Women in Trade.](#)"