



Bilal Anwar

Manager SEO & Digital Marketing

bilal.anwar20@gmail.com

+92 300 265 9405

Karachi, Pakistan

www.bilalanwar.net

linkedin.com/in/bilalanwar5

@IamBilalAnwar

Bilal is a result-driven Digital Marketing Professional with having more than 7 years' experience in SEO and Digital Marketing. He is certified from Google & Hubspot. Bilal helps various well-known business and innovative startups to boost their visibility in the Internet through a combination of SEO, PR, Influencer and social media marketing.

WORK EXPERIENCE

Manager SEO and Digital Marketing Sky Potential

10/2018 – Present

Responsibilities

- Determines customers' needs and desires by specifying the research needed to obtain market information.
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Assesses market competition by comparing the company's product to competitors' products.
- Measure and report performance of all digital marketing campaigns, and assess against goals
- Brainstorm new and creative growth strategies
- Collaborate with internal teams to create landing pages and optimize user experience.
- Communicate with our President and Vice President about marketing goals and results.

Sr. SEO & Digital Marketer Arpatech

10/2016 – 09/2018

Responsibilities

- Develop a website traffic & Ranking plan and create goals and benchmarks to meet
- Collaborate with internal teams to create landing pages and optimize user experience
- Optimize website for SEO as well as usability
- Developing and managing Off page campaign
- Stay up to date with latest technology and best practices
- Track and analyze Lead

Digital Marketing Officer Teknoaids

02/2016 – 09/2016

Responsibilities

- Build, plan and implement the overall digital marketing strategy
- Stay up to date with latest technology and best practices
- Manage all digital marketing channels
- Measure ROI and KPIs
- Manage and improve online content, considering SEO
- Google Analytics and Track and analyze Leads.

SKILLS

Project Management Product Management

Agile Jira SEM SMM GTM

Google Analytics Time Management Amazon

E-Commerce SEMRUSH HTML5 CSS

Bootstrap PHP Concept Tag Manager

A/B Testing CMS CRM

Ahrefs SimilarWeb Raven

VOLUNTEER EXPERIENCE

- Project Management
PMI

CERTIFICATES

- Google Analytics
- Inbound Marketing
- Google Tag Manager
- Agile Meet Design from **University Of Virginia**

EDUCATION

- Bachelor in Computer Science**
ILMA University

03/2014 – 03/2018

2.99

LANGUAGES

- English
- Urdu
- Hindi

SEO Team Lead

MindAqua

01/2015 – 12/2015

Responsibilities

- Manage overall Ecommerce website.
Plan and implement the overall digital marketing & Ecommerce strategy
- Stay up to date with latest technology and best practices
Keyword research and analysis
- Review landing pages for keyword optimization
- Manage all digital marketing channels
- Measure ROI and KPIs
- Manage and improve online content, considering
SEO Google Analytics and Track and analyze
Leads.

SEO & SMM Executive

Teknoaids

01/2014 – 12/2014

Responsibilities

- Set up and build out of paid media channels accounts, including but not limited to: Facebook, Instagram, Google, YouTube, Twitter, Bing, LinkedIn, etc.
- Monitor campaigns, budgets and performance
conversion rates and relevant KPIs
- Run Link Building Campaigns
- Develop and employ monthly email marketing campaigns
- Manage Google Merchant and Amazon Store.
- Analyze click-through rates,

INTERESTS

- Social & Welfare Work
- Traveling

OTHER ACTIVITIES

- Playing Games
- Reading News

PERSONAL INFORMATION

Father's Name:	Muhammad Anwar
Nationality:	Pakistani
Religion :	Islam
CNIC:	42201-7679998-7
Passport:	Feb, 2018 – Feb, 2022
Civil Status:	Single