

Sohaib Chaudhry

SEO | SMM

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Profile

Highly motivated and results-driven professional seeking a challenging Social Media and SEO position. I aim to leverage my expertise in digital marketing, social media management, and search engine optimization to drive online visibility and enhance brand awareness for clients.

Experience

SMM (Strategist)-Jan 2023- March-2023

TSN (Taurus Shopping Network) (Lahore- Pakistan)

(SMM-Task)

- Key Responsibilities Leading all social media strategies for the company to increase engagement and brand awareness.
- Managing to schedule for Facebook, Pinterest, YouTube, and Instagram.
- Managing freelance illustrators and copywriters in creating visual content and blog posts.
- Delegating tasks to the Social Media Executive when required and assisting in training.
- Implementing SEO for blog posts and all content or marketing copy to generate inbound traffic.
- Monitoring campaigns and competitions for the company, relaying key information online.
- Reporting on social media platform performance.
- Hosting workshops on social media use within the company to educate colleagues.
- Creating online visuals including infographics, figures, and graphs when required.
- Managing video edits and signing off on final video content prior to uploading to YouTube

SEO (Strategist)-Jan 2020- Dec 2022

SI-Global Solution (Lahore-Pakistan)

(SEO- Task)

- Worked closely with the marketing services leader, marketing services consultant, and other marketing professionals to develop and execute SEO campaigns.
- Developed optimization strategies that increased search engine rankings.
- Provided recommendations and executed strategies for content development about keyword-specific SEO goals.
- Increased keyword ranking.
- Off-Page SEO such as (guest posting, Article submission, and Business citation campaigns.
- Updated content for maximum optimization and search engine rankings etc.)
- On-Page SEO (Image optimization, Friendly URL, Meta Description, ALT text, and familiarity with YOAST, Internal and External links, etc.)

Maintenance Manager-DEC 2016- Sep 2019
HCE (KING ABDULAZIZ UNIVERSITY PROJECT) (SAUDI ARABIA)

- Monitored compliance with all safety guidelines and policies
 - Made Daily decisions about construction activities.
 - Establish and implement work schedules and adjusted them to meet a project deadline
 - Inventoried materials and ordered materials as needed
 - Ensure all site personnel used quality workmanship in accordance with plans and client needs
 - Conducted project monitoring to ensure quality construction and safety
 - Successfully implemented project cost control procedure and monitoring
 - Adjusted work schedules as needed in order to meet all project deadlines
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Skills:

SEO: (on-page SEO, Off-Page SEO)

SMM: Facebook pages, marketing, Ads, Instagram Ads

Youtube: Video editing, Thumbnail, Design

Adobe: Adobe Photoshop, Adobe Illustrator

Social Media Post

Education

➤ *MBA (Innovative Management)*

Coventry University (United Kingdom) 2012

➤ *B.Sc (Hons) Agriculture*

University of Agriculture Faisalabad, Pakistan (2009)