

Asif Raza

Digital Marketing Professional

WORK EXPERIENCE

Digital Marketing Professional

Upwork - Freelance

(Mar 2015 - Present)

San Francisco, California, United States | Remote

- Crafted data-driven SEO strategies for international clients.
- Delivered technical audits, ranking improvements, and analytics reports.
- Managed WordPress optimization and social media campaigns.
- Provided graphic design (logos, visuals) and conversion copywriting.
- Oversaw cross-channel digital projects and client communication.

SEO Specialist

Click Star Marketing - Freelance

(Sep 2016 - Sep 2023)

Vaughan, Ontario, Canada | Remote

- Developed link-building strategies and analyzed competitor backlinks.
- Audited technical SEO and optimized content for rankings.
- Created social media content (Instagram/Facebook) and graphics (Canva/Photoshop).
- Managed content calendars and brand consistency.
- Delivered performance reports with actionable insights.

Graphic Designer

Business Mastery Group, LLC - Part-time

(Dec 2016 - Mar 2019)

El Paso, Texas, United States | Remote

- Designed blog and resource page visuals in Canva, aligned with brand guidelines.
- Collaborated with content marketing and dev teams for implementation.
- Created visuals to boost engagement in marketing campaigns.
- Translated client feedback into optimized designs for target audiences.

SEO Specialist

Team Marvel - Contract

(Aug 2018 - Apr 2019)

Newcastle Upon Tyne, England, United Kingdom | Remote

- Optimized on-page elements (headings, meta tags, images).
- Managed local SEO: GMB optimization, citation cleanup, backlink building.
- Analyzed data from Google Analytics and Search Console to develop comprehensive client reports, informing strategic decisions.
- Conducted competitor research to refine strategies.

Assitant Manager SEO

Globital - Pakistan - Full time

(Aug 2015 - Aug 2018)

Faisalabad, Punjab, Pakistan | On-site

- Led 6-person team in SEO audits, keyword research, on-page optimization.
- Oversaw backlink acquisition, performance tracking, and WordPress security.
- Designed compelling, brand-aligned graphics using Canva for various marketing campaigns.
- Executed social media strategies to amplify SEO-driven content.
- Managed client communication and project timelines.

SEO Specialist

SEO Resellers South Africa - Full time

(Jun 2014 - Jul 2015)

Faisalabad, Punjab, Pakistan | On-site

- Conducted keyword research, content optimization, and technical SEO fixes.
- Executed off-page optimization/link-building and competitor backlink analysis.
- Managed social media content supporting SEO campaigns.
- Updated websites via CMS (WordPress) for optimal user experience.

SEO Associate

Knet Tech, Ltd - Full time

(Aug 2012 - Jul 2014)

Faisalabad, Punjab, Pakistan | On-site

- Strategically cultivated backlinks to bolster website authority.
- Established performance tracking via Google Analytics & Search Console.
- Crafted logos, website banners, and infographics to strengthen brand identity.
- Curated and published blog content for audience engagement.

SUMMARY

Highly adaptable SEO & Digital Marketing Specialist leveraging AI tools for smarter content planning, search optimization, and design workflows. Drives improved visibility & brand impact. Willing to relocate across UAE.

CONTACT

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SKILLS

- Search Engine Optimization (SEO)
- Keyword Research
- Content Marketing
- Social Media Management
- Social Media Content Creation
- Google Analytics
- Google Search Console
- Semrush / Ahrefs
- WordPress Management
- Elementor Page Builder
- Adobe Creative Suite
- Graphic Design / Canva
- HTML / CSS (Basics)
- Project Management
- Attention to Detail

EDUCATION

University of the Punjab – Lahore, Pakistan

Bachelor of Commerce in Accounting

2008 - 2010

Board of Intermediate and Secondary Education – Faisalabad, Pakistan

Intermediate of Arts (FA)

2005 - 2007

VOLUNTEER WORK

Volunteer Graphic Designer

Humanity For All - Local

June 2021 to November 2021

Created visuals for the "Wall of Humanity" project, fundraising, and awareness campaigns, increasing community engagement.

Volunteer Graphic Designer

Believe Welfare Trust - Local

January 2021 to June 2021

Designed promotional materials for education and healthcare initiatives benefiting underprivileged communities.