

REHAN JAMSHED

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SUMMARY

Digital Marketing Specialist with 4+ years in SEO, Paid Advertising (Google Ads, Meta Ads, TikTok Ads), and conversion optimization. Proven success scaling organic visibility and PPC, optimizing campaigns to 6x ROAS, and building lead-generation systems through multi-channel campaigns. Immediately available for digital marketing roles.

EXPERIENCE

Digital Marketing Specialist | *Mad Digi* July 2024 – Present
Pakistan

- Own end-to-end SEO, SEM, and paid advertising strategy for e-commerce and service-based clients across international markets, coordinating with external agencies and remote delivery teams.
- Optimize Google Ads, Meta Ads (Facebook, Instagram), and TikTok Ads campaigns through strategic bid and budget management, audience segmentation, and A/B testing to improve ROAS.
- Improved keyword rankings and organic lead volume by conducting technical SEO audits, on-page and off-page optimization, and structured content planning for competitive terms.
- Manage Shopify store integrations, payment gateway configurations, conversion tracking setup, and structured data (schema) implementation.
- Run PPC accounts and client reporting for 7+ concurrent accounts, maintaining strict KPI adherence and weekly reporting cadence.

Digital Marketer (Remote, US Clients) | *Buzz Connect Media, 6G Logistics, Claim N Billing* Feb 2024 – June 2024
Remote — Irvine, CA, USA

- Owned comprehensive digital marketing campaigns spanning SEO, content marketing, and lead generation for healthcare, technology, and e-commerce clients based in the US, achieving a 150% increase in organic SEO traffic.
- Generated qualified sales opportunities by developing targeted LinkedIn outreach campaigns with optimized messaging sequences and content funnels.
- Built high-converting, SEO-optimized landing pages and blog content with stronger messaging and strategic CTAs to improve conversion rates.
- Drove engagement and conversions by launching segmented email marketing campaigns with automation workflows and A/B testing.
- Coordinated across creative, analytics, and product teams via Slack and Asana, managing deliverables across US/PK timezones.

Freelance SEO & Content Specialist | *via Fiverr* July 2019 – Jan 2024
Remote — International Clients

- Delivered 600+ SEO, content marketing, and copywriting projects for international clients spanning healthcare, technology, e-commerce, and service-based businesses.
- Improved rankings and organic discoverability by performing keyword research and technical on-page SEO optimization for competitive search terms.
- Produced conversion-focused content including blogs, landing pages, product descriptions, and video scripts designed to grow traffic and engagement.
- Built data-driven content strategies by analyzing competitors, evaluating industry trends, and leveraging performance insights from Google Analytics.
- Managed and executed 25+ digital campaigns end-to-end, leveraging SEMrush, Ahrefs, and Google Analytics to track performance and optimize results.

EDUCATION

Bachelor of Science in Information Technology 2019 – 2023
Punjab University College of Information Technology (PUCIT), Lahore, Pakistan

CERTIFICATIONS

Full Stack Digital Marketing — SEBT — Funnels, SEO, Local SEO, E-Commerce SEO	2025
Social Media Marketing — eRozgaar (PITB) — Google Ads, Facebook Ads, Campaign Management	2023
Content Marketing & Advertising — eRozgaar (PITB) — SEO Strategies, Email Marketing	2022
Web Development — NFTP — HTML/CSS, JavaScript, WordPress	2021

SKILLS

Marketing & Advertising: Google Ads, Meta Ads (Facebook/Instagram), TikTok Ads, SEO (Technical, On-Page, Off-Page, Local, E-Commerce), Schema Markup, A/B Testing, ROAS/CPA Optimization, CRO, Content Strategy, Copywriting, Email Marketing, LinkedIn Outreach, Funnel Optimization
Tools & Platforms: Google Analytics, Ahrefs, SEMrush, Shopify (Apps/Integrations), WordPress, Slack, Asana