

# MUHAMMAD HAMZA

## DIGITAL MARKETOR

### CONTACT



+923190357433



Muhammadhamza4215@gmail.com



Korangi # 6 Karachi, Pakistan

### EDUCATION

#### DIGITAL MARKETING COURSE

Institute of Business Management (IOBM)

#### I.COM INTERMEDIATE

Govt. National College Karachi

### SKILL

- Social media Management & marketing
- Ads run on Facebook, LinkedIn, Pinterest, Google & Instagram
- Business Communication in English
- Content marketing & creating
- Make images, logo & videos on AI sites and Canva like sites
- SEO (on-page, off-page & technical SEO)
- Analyse skill use the multiple tools like Google Analytics, SEMrush, Google Search Console and Google Trends
- MS-Office & Google Sheets

### OBJECT

Seeking a challenging position as an SEO Specialist where I can get advantage of three months hands-on experience and knowledge in search engine optimization to contribute effectively a dynamic team. Anxious to apply skills on website for optimization, keyword research, and content strategy to drive organic way and enhance online visibility.

### EXPERIENCE

#### SEO (SEARCH ENGINE OPTIMIZATION)

Makson Innovation | 8 street Khayaban-e-Badban, Phase V Defence V Defence Housing Authority, Karachi, Karachi City, Sindh 76500 | **Complete 3 months Internship**

Makson innovation is an organization which focuses on digital marketing & SEO techniques for enterprises and organization Where I have Implement of all SEO skill for 3 Client that you can see below

- On-page SEO skill (create content for blogs, meta title, meta description, for product, for image and url. Hunts of keywords relate suitable niche through SEMrush and Google Keyword Planner. Create menu bar. Analyse of content understanding of keyword density, Outbound inbound link, Keyphrase and so on trouble
- Off-page SEO skill (Build Backlink through social bookmarking, webdirectory, image submission, video submission, Business submission, Article submission and Ping submission. Free and Paid guest posting. Write email for outreaching and so on
- Technical SEO skill (create file of robots.txt and Schema. Create sitemap. Audit of site through SEMrush. Crawl different pages of site on Google Search Console and crawl on different search engine use tool of webmaster tool. and be aware from different error like 403, 501, 401 and 404