



MUHAMMAD TALHA

Digital marketing specialist | seo | sem | performance marketing | ppc | smm



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Bold Profile

EDUCATION

Bachelor of Science, Computer Science

Virtual University of Pakistan, Lahore, PB 2022

PERSONAL DETAILS

Visa Status: Valid & Transferable | Ready to Relocate Anywhere

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with 9 years of experience in SEO, SEM, PPC, social media marketing, ecommerce marketing, and performance marketing across USA, UK, Canada, Pakistan, and Gulf regions. Skilled in Google Ads, Bing Ads, Meta Ads, TikTok Ads, Snapchat Ads, and LinkedIn Ads, along with SEO tools such as Ahrefs, SEMrush, Moz, and Screaming Frog. Strong background in social media management, content creation, and executing full-funnel marketing campaigns for diverse industries. Experienced in planning, coordinating, and supporting event operations from concept to execution. Proven ability to increase traffic, improve keyword rankings, scale ecommerce revenue, reduce CPL, and deliver measurable ROI through data-driven strategies.

SKILLS

- **Performance Marketing & PPC:** Google Ads, Bing Ads, Meta Ads, TikTok Ads, Snapchat Ads, LinkedIn Ads, Pinterest Ads
- **SEO & Organic Growth:** On-Page, Off-Page, Technical SEO, Local SEO, Keyword Research, Link Building
- **SEO Tools:** Ahrefs, SEMrush, Moz, Screaming Frog, SurferSEO, Yoast, RankMath
- **Analytics & CRO:** GA4, Google Tag Manager, Looker Studio, Hotjar, Microsoft Clarity, A/B Testing, Funnel Optimization
- **Ecommerce & CMS:** Shopify, WooCommerce, WordPress, Klaviyo, Mailchimp
- **Social Media:** Strategy, Content Calendars, Creative Development, Scheduling, Engagement Growth
- **Productivity Tools:** Hootsuite, Buffer, Sprout Social, Canva Pro, Trello, Asana, Slack
- **Event Support:** Event planning, coordination, vendor management, on-site execution

CORE ACHIEVEMENTS

- Achieved **10x sales growth** for Royal Bathrooms UK through multi-channel campaigns including Google, Bing, Meta, TikTok, Snapchat, and Pinterest.
- Increased organic traffic by **150%+** and improved keyword rankings from page 3+ to page 1 for multiple clients.

- Reduced CPL by **30%+** using optimized targeting, improved funnels, and CRO enhancements.
 - Boosted landing page conversions by **25%+** through UX optimization and A/B testing.
 - Successfully managed monthly ad budgets ranging from **\$30k–\$50k**.
 - Delivered high-quality leads for healthcare, real estate, ecommerce, and service-based clients.
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WORK HISTORY

February 2024 - November 2025

TechHive AI - Digital Marketing Specialist, Lahore, Punjab, Pakistan

- Executed SEO, PPC, SMM, and performance marketing campaigns for USA, UK, and Gulf clients.
- Generated consistent inbound leads using Google Ads, Meta Ads, and TikTok Ads.
- Performed technical SEO audits and improved site structure, indexing, and visibility.
- Monitored KPIs, conversions, and ROI using GA4 and Looker Studio.
- Strengthened online presence through targeted social media content and multi-platform management.

January 2022 - January 2024

DATA DOMINI - Senior Digital Marketing Manager, Lahore, Punjab, Pakistan

- Led SEO, SEM, PPC, and social media campaigns across multiple industries.
- Increased organic visibility using content optimization, link building, and technical SEO.
- Improved ROI through better budgeting, targeting, and automation workflows.
- Developed monthly content calendars and managed social media posting across platforms.
- Oversaw team operations, reporting, and performance reviews.

September 2020 - December 2022

Royal Bathrooms UK - SEM & SMM Specialist, Lahore

- Produced **10x ecommerce sales growth** through integrated paid media campaigns.
- Managed high-budget ads on Google, Bing, Meta, Pinterest, TikTok, and Snapchat.
- Improved ROAS and ecommerce conversions with CRO and funnel optimization.
- Executed seasonal social campaigns and managed product launch strategies.

August 2018 - August 2020

Whack Digital - SEO Specialist, Lahore, Punjab, Pakistan

- Improved keyword rankings and organic traffic through on-page and off-page SEO.
- Conducted technical audits, fixed indexing issues, implemented schema, and improved site speed.
- Increased organic visitors by **100%+** across multiple websites.

March 2017 - August 2018

Telus Network Pvt Ltd - Digital Marketing Assistant, Lahore

- Supported SEO, PPC, email marketing, and social media scheduling.
- Assisted with lead-generation campaigns and performance tracking.

- Coordinated event schedules and supported onsite execution.

February 2016 - March 2017

Media 313 - Social Media Coordinator, Lahore

- Managed social media posting, content creation, and brand messaging.
 - Increased engagement with targeted growth strategies.
 - Assisted with event planning, vendor coordination, and event setup/execution.
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CERTIFICATIONS

- Google Ads Search & Display
 - Search Ads 360 (SA360)
 - Google Analytics (GA4)
 - Yoast Technical SEO & Ecommerce SEO
 - HubSpot Social Media Strategy
 - UC Davis – SEO & Content Strategy
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ADDITIONAL INFORMATION

REMOTE & CONSULTING EXPERIENCES

- **Bizmia LLC — SEO Consultant | Feb 2023 – Sep 2023**
- **Web Welder LLC (USA) — SEO Analyst | Mar 2023 – Feb 2024**
- **Dr. Korwin (USA) — Digital Marketing Manager | Apr 2024 – Aug 2024**
- **Apex Group — Digital Marketing Specialist | Dec 2024 – Jul 2025**
- **Nurse Next Door (Canada) — Digital Marketing Consultant | Jan 2025 – Jul 2025**