

# Abdul Wahab Ahmad

## (Google Analytics Individual Qualified)

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<b>Objective</b>	Using latest tools and technologies to develop successful e-marketing strategies with better ROI.
<b>Summary of Qualifications</b>	<ul style="list-style-type: none"><li>▪ Google Analytics Individual Qualified (5<sup>th</sup> in Pakistan)</li><li>▪ Bachelor Of Science in Computer Science BS(CS) (NUCES-FAST)</li><li>▪ A-Levels (Sadiq Public School, Bahawalpur)</li><li>▪ O-Levels (Sadiq Public School, Bahawalpur)</li></ul>
<b>Tools and Technologies</b>	<ul style="list-style-type: none"><li>▪ Google Analytics</li><li>▪ Google Webmasters Tools</li><li>▪ Google Adwords</li><li>▪ Microsoft Adcenter</li><li>▪ Google SK Tool</li><li>▪ Google Trends</li><li>▪ Google Insight</li></ul>
<b>Experience</b>	<p><b>March 2009 – Till January 2012</b></p> <p><b>Company:</b> Blue Technologies</p> <p><b>Designation:</b> E-Marketing Manager</p> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"><li>▪ Design and Implement E-Marketing strategies</li><li>▪ Manage a team of 12, including SEOs, Link Builders, Content Writers</li><li>▪ Manage PPC campaigns on Google Adwords and Microsoft Adcenter</li><li>▪ Keywords Research using Google Insight, Google Trends and Google SK Tool</li><li>▪ Worked closely with Development team to advice them to have search engine optimized websites.</li><li>▪ Improved search engine rankings</li><li>▪ Increased search engine traffic yielded in 75% increase in the revenue of the company over the past 12 months. In addition, the company got 300% more sales during that period.</li><li>▪ Improved Alexa Ranking</li></ul>

<p><b>Experience</b></p>	<p><b>November 2006 – March 2009</b></p> <p><b>Company:</b> WirelessGalaxy Inc., a Texas USA Corporation</p> <p><b>Designation:</b> E-Marketing Analyst</p> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>▪ Search Engine Optimization</li> <li>▪ Designing Marketing and Link Building Campaigns</li> <li>▪ Keywords Research &amp; Website Structure Designing</li> <li>▪ Research to make a website Search Engine Friendly</li> <li>▪ Off Page Optimization</li> <li>▪ Optimized more than 30,000 pages for Wirelessgalaxy.com in a team of 4.</li> <li>▪ Did Research for upcoming devices in Mobile and Wireless industry</li> <li>▪ Managed a team of 8 employees including seo,link builders and content writers.</li> <li>▪ Worked closely with development team to advice them to have search engine optimized websites.</li> <li>▪ Increased Organic Traffic by 60% in 12 months.</li> <li>▪ Improved Alexa Ranking</li> <li>▪ Won the bonus of \$1500.</li> </ul>
<p><b>SEO Projects</b></p>	<ul style="list-style-type: none"> <li>▪ www.printingblue.com</li> <li>▪ www.printingblue.co.uk</li> <li>▪ www.idsketch.com</li> <li>▪ www.printingblue.com.au</li> <li>▪ www.wirelessgalaxy.com</li> <li>▪ www.pdaaccessories.net</li> <li>▪ www.rent-a-card.us</li> <li>▪ www.nokialuna.com</li> <li>▪ www.boltondjs.co.uk</li> <li>▪ www.prestondjs.co.uk</li> <li>▪ www.wigandjs.com</li> <li>▪ www.warringtondjs.com</li> <li>▪ www.blackburndjs.co.uk</li> <li>▪ www.widnesdjs.co.uk</li> <li>▪ www.blackpooledjs.co.uk</li> <li>▪ www.sthelensdjs.co.uk</li> <li>▪ www.djsmanchester.co.uk</li> <li>▪ www.djsliverpool.co.uk</li> <li>▪ www.getgreatabsnow.com</li> <li>▪ www.warriorgearonline.com</li> <li>▪ www.avoidjailbailbonds.com</li> <li>▪ www.citopay.com</li> <li>▪ www.epiphany-consulting.net</li> <li>▪ www.welcometoharlem.com</li> <li>▪ www.welcometoharlemhiddentreasures.com</li> <li>▪ www.kamodokamada.com</li> <li>▪ www.mural-world.com</li> <li>▪ www.pennylanesigns.org</li> <li>▪ www.propertyfaster.co.uk</li> <li>▪ www.watchprem.com</li> <li>▪ www.webuydvds.co.uk</li> </ul>

<b>Education</b>	<p><b>2002 – 2006</b></p> <p><b>Bachelor of Science in Computer Sciences BS(CS) (4 years)</b> FAST-National University of Computer and Emerging Sciences, Lahore, Pakistan</p> <p><b>2000 – 2002</b> <b>A-Levels</b> Sadiq Public School Bahawalpur</p> <p><b>1998 - 2000</b> <b>O-Levels</b> Sadiq Public School Bahawalpur</p>
<b>EXTRA CURRICULAR</b>	<ul style="list-style-type: none"> <li>▪ <b>Event Co-coordinator, IEEE-NUCES</b> for the year 2005.</li> <li>▪ Organized <b>International IEEE-WEEK 2005</b>, IEEE-NUCES, which was a great success, students from various universities participated in the event.</li> <li>▪ <b>Head Marketing</b> of IEEE-WEEK 2006</li> <li>▪ Worked as <b>Deputy Head</b> Kids Corner in SOFTEC 2005.</li> <li>▪ Participated in various Programming, Photography competitions held at University level.</li> <li>▪ Cricket and swimming</li> </ul>