

Khalid Abdullah

Digital Marketing Specialist | SEO | PPC | Content & Social Strategy

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Punjab, Pakistan (Remote)

Summary

Digital marketing specialist with experience in search engine optimization, pay-per-click advertising, content strategy, and social media marketing. Analytical, data-driven approach shaped by a mathematics background, focused on measurable improvements to organic visibility and traffic for small businesses and e-commerce brands.

Skills

- **SEO:** Technical SEO, On-Page & Off-Page Optimization, Keyword Research, Competitor Analysis, Google Search Console
- **Paid & Analytics:** Pay-Per-Click Marketing (PPC), Search Engine Marketing (SEM), Google Ads, Google Analytics
- **Content & Social:** Content Strategy, Content Creation, Social Media Marketing, Social Media Strategy
- **Platforms & Tools:** WordPress, Amazon Seller Central (FBA/FBM), Meta Ads Manager

Experience

Freelance SEO & Digital Marketing Specialist

Jan 2023 – Present

Self-Employed (Remote / Hybrid)

- Planned and executed end-to-end SEO strategy (technical, on-page, off-page) for client websites to improve organic visibility and traffic
- Conducted keyword research and competitor analysis to identify ranking opportunities
- Managed Amazon Seller Central operations (FBA/FBM), including SEO-optimized product listings and keyword research to improve product discoverability

Education

Bachelor of Science in Mathematics, specializing in Applied Mathematics Sep 2019 – Jun 2023

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Grade: A

Certifications

- Social Media Marketing Certificate — Digital Skills Center (2023)
- Amazon Virtual Assistant Course — Enablers, 3-month program (2023)
- IT Diploma — 6-month program
- Prompt Engineering Certificate