

# SHAHBAZ ALAM

Bradford, UK

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## EXECUTIVE SUMMARY

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Accomplished digital marketing Specialist with **4+ years of expertise** in designing and leading successful SEO campaigns, e-commerce and digital marketing strategies across UK and US markets. Proficient in On-page, Off-page, technical SEO, HTML, CSS and utilising analytics and AI technologies to make informed strategic decisions and boost online visibility and revenue.

## PROFESSIONAL EXPERIENCE

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### E-commerce Executive, Full-time (On-site)

Jun 2023 - Present

ACS Group Ltd, Shipley, England ([acsgroup.co.uk](https://www.acsgroup.co.uk))

- Responsible for all the SEO campaigns that relate to our e-commerce websites.
- Execute weekly and monthly onsite merchandising strategies for the e-commerce store, enhancing product visibility and sales potential.
- Efficiently manage and refine the onsite search function, product SEO, ensuring weekly performance analysis and optimisation to enhance user experience and search effectiveness, directly contributing to improved sales outcomes.
- Created and designed dashboards and data reports using Microsoft Power BI to find out **insights about top-selling products, categories with real-time data**.
- Crafted email templates for our email marketing campaigns using HTML and CSS.
- Developed and integrated a Microsoft Copilot Studio chatbot for our e-commerce websites, **cutting customer service queries by 20%**.
- Developed an automation tool leveraging the Page Speed Insights API to identify and alert on slow-loading web pages, enhancing SEO performance.

### Digital Marketing Executive, Full-time (Hybrid)

Sep 2022 - Apr 2023

Rombald Group Ltd, Leeds, England (Formerly [SEO Travel](#))

- Created monthly SEO data reports for 20 business clients using Data Studio, Google Analytics and GSC adding recommendations that led to an overall **14% increase in organic traffic**.
- Working with SEO Link building strategies to carry out Link prospecting and Link Outreach resulted in **20 of our client websites being listed on top industry bespoke websites**.
- Completed Technical SEO Audits, Keyword Research, Image SEO, Link Analysis and International SEO for 20 clients leading to a **19% increase in organic traffic**.

### Freelance Digital Marketing Consultant, Part-time (Remote)

Feb 2022 - Sep 2023

Farden Contracts, Ayr, Scotland

- Completely redesigned the company website ([fardencontracts.com](https://www.fardencontracts.com)) and was responsible for the website migration that **led to a 75% increase in organic traffic and improved UX and UI**.
- Dealt with creating SEO strategies around **15 targeted keywords** resulting in a **39% increase in website search engine rankings in 3 months**.

## Freelance Digital Marketing Consultant, Part-time (Remote)

Dec 2021 - Jan 2023

Enlightened Psychology & Counselling Service Ltd, Ayr, Scotland

- Responsible for On-page and Off-page SEO which includes content SEO, Google my Business optimisation and adding new backlinks **resulting in an 8% increase in organic traffic**.
- Crafted SEO & social media marketing strategies, utilised Canva for graphic design task and created marketing reports & recommendations using GSC, Ubersuggest and Ahref SEO tools.

## CEO & Founder

Jun 2020 - May 2021

Marketingbayt, Dhanbad, India

- Responsible for creating successful B2B SEO and Social media marketing campaigns and creating Local SEO campaigns resulting in **gaining 5 valuable business clients**.

## Digital Marketing Intern

Nov 2019 - May 2020

Hizovas Solutions Pvt Ltd, Kolkata, India

- Created and managed SEO Campaigns for brands in the health & wellness industry resulting in **doubling search impressions and improving ranking positions by 15%**.
- Managed a **shopify ecommerce website** for a tea brand (chaicraft.com), a WooCommerce store for a fashion brand and ran successful D2C and B2B corporate gifting SEO and PPC campaigns.

## EDUCATION

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### M.Sc in Digital and Strategic Marketing (CIM)

Sep 2021 - Sep 2022

School of Management, University of Bradford, UK

**Modules Included:** Marketing Communications in the Digital World, Consumer Behaviour & Insights, Digital business & marketing strategy simulation, Digital marketing Campaign Planning & Analytics and Digital marketing metrics.

**Dissertation:** How fashion brands in the UK use social media marketing metrics for brand awareness & engagement.

## KEY TRANSFERABLE SKILLS

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**Teamwork:** Collaborated with various departments to optimise SEO performance during my current role.

**Communication:** Showed great communication skills while working with sales representatives and customers to resolve their queries related to the online store.

**Time Management:** Able to exhibit effective time-management skills based on planning and prioritising to handle multiple tasks efficiently and taking extra responsibilities/projects beneficial for the company.

## OTHER RELEVANT INFORMATION

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**Programming Languages:** HTML5 and CSS

**Technical Skills:** Search Engine Optimisation (SEO), Wordpress, Shopify Plus, Power BI, Hubspot CRM, SEO Audit, Market Research, email marketing, Google Ads, Microsoft Excel, A/B Testing, AI Prompt engineering, Google Analytics 4, Search Console, Google My Business (GMB), Canva, Ahref, Semrush, Social media marketing and Marketing Automation