



# UMAR SABIR

Digital Marketer

## About Me

I am a dynamic and detail-oriented SEO specialist with a proven ability to boost online visibility and drive organic traffic. With a keen eye for data analysis and a strategic approach to keyword optimization, I am adept at implementing effective SEO strategies.

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Faisalabad Punjab, Pakistan

## Language

- English (Advance)
- Urdu (Native)
- Punjabi (Native)

## Expertise

- Keyword Research
- On-Page Optimization
- Off-Page Optimization
- Technical SEO
- Analytics and Data Analysis
- Algorithm Updates
- Competitor Analysis
- Content Optimization and Strategy

## Experience

### > Working As a SEO Specialist & Product Manager

#### ENZIPE

##### Key responsibilities:

- Boosting clients sites traffic and generating leads for them.
- By using keyword research and Analysis, developing on-page and off-page SEO strategies, Taking Care of Technical Aspects Of their Site and using analytics tools to track performance.
- Increasing website traffic, improving search engine rankings, or boosting conversion rates.

### > Working As a VA for Amazon FBA

#### ( Wholesale And PL)

POFOUND AGENCY ( 2020 - 2021 )

##### Key responsibilities:

- Manage their accounts increasing exposure, generating leads for them and converting their leads to sales.
- Taking care of their accounts and faces their queries.

### > Selling Stuff on Social Media

#### (Instagram & Facebook)

##### Key responsibilities:

- Using technique & Strategies.
- By using organic methods getting leads & sales.
- Getting Exposure day by day.

## Education

#### Intermediate

FSC Engineering  
2016 - 2018

#### GC University

BS Computer Science  
2019 - 2023

## Skills Summary

Marketing Management 99%

Project Management 95%