

ZAIN SHAH

Digital Marketing Executive | SEO | Meta Ads

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ABOUT ME

Results-driven Digital Marketing Executive with 1+ year of experience in SEO, Meta Ads (Facebook & Instagram Ads), Lead Generation, and Content Marketing. Proven track record in Search Engine Optimization (On-Page SEO, Off-Page SEO, Technical SEO), Social Media Marketing, and Performance Marketing. Skilled in increasing organic traffic, improving SERP rankings, reducing Cost Per Lead (CPL), and driving brand awareness through data-driven strategies. Proficient in Google Search Console, Google Analytics 4 (GA4), Meta Business Suite, Meta Ads Manager, WordPress, Keyword Research, Competitor Analysis, and AI Tools for marketing automation.

WORK EXPERIENCE

Digital Marketing Executive

APP IN SNAP Pvt. Ltd.
September 2026 – Present

- Managed Meta Ads campaigns for lead generation and brand awareness
- Improved website rankings through on-page and off-page SEO strategies
- Plan and write SEO-optimized blogs focused on search intent and user engagement.
- Conducted keyword research and competitor analysis for SEO optimization
- Build quality backlinks through guest posting and outreach campaigns.
- Wrote captions and engagement-focused content for company social platforms.

SEO Intern

APP IN SNAP Pvt. Ltd.
August 2025 – December 2025

- Assisted in On-Page SEO implementation for 15+ pages to improve crawlability and keyword relevance.
 - Supported Off-Page SEO and Link Building, building 40+ quality backlinks via outreach
 - Fixed Technical SEO issues and monitored performance in Google Search Console and GA4
 - Performed Keyword Research and SERP analysis to support SEO Content Writing
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EDUCATION

BS Computer Science

Virtual University.
2025 - on -going

Bachelor in Computer Science

SKILLS

Digital Marketing:

SEO • Digital Marketing Strategy • Content Marketing • Social Media Marketing • Performance Marketing • Lead Generation • Brand Awareness

SEO:

On-Page SEO • Off-Page SEO • Technical SEO • Keyword Research • SERP Analysis • Competitor Analysis • Link Building • Backlink Strategy • Guest Posting • Internal Linking • SEO Content Writing

Paid Advertising:

Meta Ads • Facebook Ads • Instagram Ads • Meta Ads Manager • Audience Targeting • Retargeting • Lookalike Audiences • Campaign Optimization • A/B Testing • CPL Optimization

Analytics & Tools:

Google Search Console • Google Analytics 4 (GA4) • SEMrush • Ahrefs • Google Keyword Planner • WordPress • Meta Business Suite • Canva • CapCut • Adobe Photoshop

Technical & AI:

HTML • CSS • AI Marketing Tools • Marketing Automation • AI-Assisted Content Creation

LANGUAGES

English — Professional | Urdu — Native | Dutch — Intermediate