

HUMAMA BADAR

SEO & DIGITAL MARKETER

+966 57 550 7595

humamakhn237@gmail.com

Riyadh, Saudi Arabia



SEO & Digital Marketing Specialist with 4+ years of experience in Search Engine Optimization (SEO) (On-Page & Off-Page), social media management & marketing, WordPress website development, and lead generation.

PERSONAL DETAILS

- **Languages:** English (Conversational), Urdu (Native), Arabic (Basic)
- **Date Of Birth:** 06-07-1998
- **Nationality:** Pakistani

WORK EXPERIENCE

SOCIAL MEDIA & OUTREACH SPECIALIST

AMZSPARKS

November 2024 - Present

- Content Strategist: Plan, create, and publish weekly content across multiple social media platforms to enhance brand visibility and engagement.
- Lead Generation Specialist: Generate high-quality leads through Upwork bidding, LinkedIn outreach, and targeted cold DMs on digital platforms.
- Qualifying leads and securing meetings with potential clients, ensuring a 2-3% conversion rate from outreach.

SOCIAL MEDIA AND SEO EXECUTIVE

AMZSPARKS

July 2023 - Present

- Built and redesigned WordPress pages & websites, improving site performance and UX.
- Designed 500+ social media posts using Canva, increasing engagement and brand visibility.
- Conducted in-depth keyword research to identify high-ranking opportunities and improve content strategy.
- Implemented on page & off page SEO strategies, to increased organic traffic.
- Utilized top SEO tools (Ahrefs, SEMRush, Moz, Google Analytics, Google Keyword Planner, Google Search Console) to monitor performance and optimize rankings.

OFF-PAGE SEO EXECUTIVE

Edvise Hub

November 2022 - June 2023

- Built 100+ high-quality backlinks Weekly, (i.e Forum listing, business listing, profile creation, comments, image submission, PPTs submission, Free ads, Directory Listing, and Bookmarks) improving domain authority.
- Optimized WordPress website pages to enhance SEO performance and site speed.
- Assisted in creating creatives and carousels for Social media with Canva pro.

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WORK EXPERIENCE

DIGITAL MARKETING INTERN

MeccaBooks

July 2021 - October 2022

- Managed Amazon.com product listings.
- Designed social media ads, creatives, short videos, and carousel posts, to boost engagement.
- Collaborated with the Team Leader to implement on-page, off-page, and technical SEO strategies, improving website ranking.

DATA ENTRY OPERATOR

Megasouk.pk

December 2020 - July 2021

- Managed and optimized 1,000+ product listings on PrestaShop & WordPress.
- Updated product descriptions using HTML, improving content structure and SEO.
- Maintained pricing and sales updates, ensuring accurate product information.

RELEVANT SKILLS

- Search Engine Optimization (SEO) – On-Page & Off-Page
- WordPress Website Building & Optimization
- Social Media Marketing & Management
- Email marketing
- Marketing
- Multitasking Abilities
- Microsoft office
- Self motivation
- Problem-solving

EDUCATION

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY (B.SC. IT)

With 3 cgpa From Benazir Bhutto Shaheed University, in 2019 - 2022

CERTIFICATIONS

- Google Ads Search Certification – Skillshop
- The Complete Digital Marketing Guide – Udemy
- Amazon SEO & Listing Optimization Secrets – Udemy
- The Fundamentals of Digital Marketing – Google Digital Garage