



Contact

Phone

+92 336 2261124

Email

shahzarshuja786@gmail.com

Education

Graduation

The Karachi University

Intermediate

SRE Majeed Govt College

Matric

The Crescent Academy

Expertise

- SEO
- Google Ads
- WordPress
- CSS and HTML
- Basic Design Skills
- Analytics
- E-commerce

Certifications

- SEO Certified — HubSpot
- SEO — UC Davis University
- Advanced Google Analytics
- Google Tag Manager Fundamentals
- Semrush SEO Toolkit
- Front End Developer — Meta
- Ecommerce Store — Shopify
- Prompt Engineering — Vanderbilt
- Content & Email Marketing

Language

English

Urdu

Reference

Will be furnished upon request.

Shahzar Shuja

Growth Marketer

Growth marketer with 7+ years of experience across SaaS and e-commerce, specializing in SEO-led organic growth, conversion optimization, and full-funnel marketing strategy. Track record of driving measurable results, including 300% organic traffic growth, a 60% lift in visitor-to-signup conversion, and 550+ new customers acquired in a single year. Skilled at translating data into strategy and aligning marketing, SEO, and development teams around shared growth goals.

EXPERIENCE

SEO Manager | Ideas Private Limited

Jan 2025 – Present

- Lead SEO strategy for e-commerce brands across multiple regions plus a service-based website, driving organic visibility and revenue.
- Run technical SEO audits, keyword research, and on-page content optimization to improve rankings and conversions.
- Partner with developers and marketing teams to resolve technical issues and improve overall site performance.
- Execute link-building and off-page strategies while tracking organic traffic, rankings, and conversion metrics.

Assistant Marketing Manager | Social Champ

Sep 2023 – Dec 2024

- Set and executed marketing strategy and OKRs aligned with company growth goals, overseeing campaigns across channels and managing budget.
- Ran A/B tests for CRO to lift user engagement and conversions; conducted competitor analysis to surface trends and opportunities.
- Built content strategy in partnership with SEO to grow organic reach and audience engagement.
- Directed customer acquisition and retention strategy, using customer data analysis to inform targeting.
- Delivered data-driven performance reporting to optimize ROI across campaigns; coordinated with developers on site maintenance.

SEO Specialist | Social Champ

2021 – 2023

- Developed and continuously refined SEO strategy, translating performance data into ongoing optimizations.
- Conducted keyword research and competitor analysis to identify new growth opportunities.
- Optimized mobile and desktop experiences for SEO performance and best practices.
- Built high-quality backlinks through outreach and strategic partnerships.

SEO & WordPress Developer | Freelance

2018 – 2021

- Implemented SEO strategies that increased organic traffic by 60% for client sites.
- Conducted in-depth keyword research and optimized content to improve search rankings.
- Diagnosed and resolved technical SEO issues to improve site performance and visibility.
- Developed custom WordPress themes and plugins, and migrated sites to WordPress with improved speed and UX.

KEY ACHIEVEMENTS

- ▶ Grew organic website traffic by 300% and lifted visitor-to-signup conversion rate by 60%.
- ▶ Generated 550 new customers within a year through combined organic and paid efforts.
- ▶ Increased average session duration by 30% and customer lifetime value by 30%.
- ▶ Grew social engagement by 35% on Pinterest and 31% on Instagram through targeted campaigns.
- ▶ Delivered 188% growth and 107 leads from a single Black Friday campaign.
- ▶ Launched a multilingual version of the website, increasing traffic by 150%.
- ▶ Increased email open rates by optimizing send flow and sequencing.
- ▶ Launched a Brand Ambassador program and affiliate partnerships to grow revenue.

KEY TECHNICAL SKILLS & TOOLS

Analytics: Google Analytics, Search Console, Mixpanel, Heap

CMS: WordPress, Shopify, WooCommerce, Webflow, Wix, Squarespace, Weebly

SEO & Research: Ahrefs, Semrush, Moz, KWFinder, Screaming Frog, Google Trends

Paid & CRO: Google Ads, Google Optimize, Amplitude, Clarity

Email & Automation: Mailchimp, Snov.io, Mautic

Design/Editing: Adobe Illustrator, Premiere, After Effects, Canva, Camtasia

Team & PM Tools: Slack, Zoom, Trello, Asana, Jira

AWARDS

- Star Performer of Quarter 1 & Quarter 4, 2022 — Social Champ.
- Invited Guest Speaker at ILMA University.
- Selected attendee: P@SHA ICT Awards, Disrupt+92, Slush'D, and ICTN Asia.