

# MEHWISH DIGITAL

DIGITAL MARKETER



## CONTACT

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## SKILLS

- Digital Marketing
- Web Development
- SEO Strategist
- SEO Content Strategy
- Social Media Management
- Effective Communication
- Critical Thinking
- Project Management

## LANGUAGES

- English (Fluent)
- Urdu (Native)
- Hindi (Fluent)
- Arabic (Basic)

## REFERENCE

Remote and project-based opportunities

Performace-driven and growth-focused projects



## ABOUT ME

SEO-focused Digital Marketing professional with expertise in technical, on-page, off-page, and Local SEO. Skilled in keyword research, website optimization, and using tools like Google Analytics and Search Console. Also experienced in web development, specialized in WordPress and Shopify, enabling the development of SEO-friendly, high-performing websites.



## WORK EXPERIENCE

### SEO & Digital Marketing 2030 - PRESENT

- Implemented SEO strategies covering keyword research, on-page, off-page, and technical SEO
- Optimized website structure, content, and resolved technical SEO issues
- Tracked performance, built backlinks, and improved rankings and organic traffic

### Web Development 2025 - 2029

- Developed and managed WordPress websites with responsive and user-friendly design
- Implemented custom layouts using HTML, CSS, and basic JavaScript
- Optimized website performance, speed, and overall functionality

### UI/UX & SEO 2024 - 2025

- Conducted UI/UX analysis and SEO audits to identify usability and performance issues
- Developed optimization strategies to enhance user experience and search visibility
- Improved website structure, navigation, and overall engagement through data-driven insights



## EDUCATION

### Master of Education 2019-2021

University of the Punjab  
GPA: 3.8 / 4.0

### Bachelor of Business Management 2016 - 2019

University of the Punjab  
GPA: 3.7 / 4.0