

IMRAN AKBAR

SEO & Google Ads Specialist

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Summary

Digital Marketing Specialist with 4 years of experience in SEO, technical audits, content optimization, and paid advertising across eCommerce, healthcare, SaaS, and service-based local businesses. Managed 200+ client accounts and generated 5,000+ organic leads through data-driven, search-intent-focused strategies. Skilled in full-funnel digital marketing, Google Ads, analytics, and AI-powered marketing tools, with experience working remotely with US-based teams and clients.

CORE SKILLS

SEO: AI Optimization, On-Page SEO, Technical SEO, Off-Page SEO, Keyword Research, Site Audits, Content Writing, Local SEO, eCommerce SEO

Google Ads: Google Ads, Local Service Ads, Campaign Monitoring & Optimization, Conversion Tracking

Tools: Ahrefs, SEMrush, Screaming Frog, Google Search Console, GA4, GTM, Google Data Studio, Google Business Profile, WordPress, Wix, Shopify, BrightLocal, WhiteSpark

AI & Automation: Claude, n8n Automations

Other: Competitor Analysis, Client Reporting, Team Leadership, Cross-Industry Strategy

Best Projects: [Curren Watches](#) | [Ezi Home Services](#) | [River City Painting](#)

PROFESSIONAL EXPERIENCE

Digital Marketer | Byteforce IT Solutions

Mar 2026 – Present

- Manage SEO, paid ads, reporting, content writing, and client growth execution for service-based and digital businesses.
- Build performance-focused SEO and content strategies tailored to each client's market, competition, and search intent.
- Own end-to-end Google Ads campaign setup, monitoring, and optimization to drive qualified traffic and conversions.

SEO Team Lead | BizScale Pvt Ltd

Apr 2024 – Feb 2026

- Led SEO strategy, execution, and reporting across 70+ client accounts spanning local, eCommerce, healthcare, SaaS, and home services industries.
- Directed a team through audits, keyword research, and technical SEO execution, improving search visibility and organic performance for clients.
- Built tailored SEO strategies based on competitive analysis, business goals, and search intent, contributing to the agency's broader track record of 5,000+ organic leads generated across 200+ businesses served.
- Managed client relationships and performance reporting, translating SEO data into clear, actionable growth recommendations.

Digital Marketer (Part-Time) | VyxrLabs

Jun 2025 – Dec 2025

- Supported eCommerce SEO growth initiatives and campaign execution alongside full-time SEO Team Lead role.
- Managed Google Ads and Meta Ads campaigns focused on brand awareness, traffic generation, and conversions.

SEO Executive | Business Upscalers

Oct 2023 – Mar 2024

- Handled on-page, off-page, and technical SEO, including keyword research and full website audits.
- Improved search visibility through structured content optimization and consistent SEO execution.

SEO & Google Ads Executive | Medi Serve Health Care

Jan 2023 – Sep 2023

- Executed healthcare-focused SEO and Google Ads campaigns to support local visibility and lead generation.
- Optimized Google Business Profile listings and website performance to strengthen local search presence.

CERTIFICATES

Google Analytics (GA4)

Google Ads Certificate

SEMRush SEO Certificate

BrightLocal Local SEO Certificate

EDUCATION

Bachelor of Science in Computer Science