

UZAIR NUSRAT

DIGITAL MARKETING EXECUTIVE

CONTACT

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SKILLS

- Link Building Strategy
- On-Page SEO
- White Hat SEO Techniques
- Social Media Marketing
- Lead Generation
- Off Page SEO
- Effective Communication

LANGUAGES

- English (Fluent)
- Urdu (Fluent)



PROFILE

Driven SEO and lead generation experience optimizing digital presence and driving high-quality inbound leads. Skilled in technical SEO, keyword strategy, and backlink building, alongside targeted cold email and LinkedIn outreach. Proven ability to turn organic search traffic into actionable conversion pipelines and business growth.

WORK EXPERIENCE

Cloud Innovators Solution

July 2025 - Present



SEO Executive

- Built high-quality backlinks through guest posting, improving website authority and organic search rankings.
- Monitored social media performance, audience engagement, and campaign results to improve marketing strategies.
- Increased organic traffic through strategic off-page SEO techniques and ethical white-hat practices.
- Leveraged automated outreach and CRM tools to continuously source, capture, and nurture prospects.
- Researched, verified, and qualified high-intent prospect lists to maximize sales team conversion rates.
- Researched target markets and identified potential clients based on industry, company size, and business requirements.
- Qualified leads by understanding prospects' needs, budget, decision-making authority, and purchase intent.

Techno Cloud (PVT) Limited

OCT 2022-JAN 2024

Junior SEO Executive

- Conducted competitor backlink analysis to identify link-building opportunities and strengthen SEO strategies.
- Performed backlink audits, removing toxic links and maintaining healthy website link profiles.
- Utilized Ahrefs and SEMrush for backlink research, monitoring performance, and reporting results.
- Collaborated with content teams to develop link-worthy content that attracted natural backlinks.



EDUCATION

Intermediate in Pre Engineering

2012 - 2014

Superior Science College

Bechelor in Computer Science

2015 - 2019

National College affiliated to Karachi University