



# GHOUS BUKHSH

## DIGITAL MARKETING & SEO SPECIALIST

### CONTACT

- +966 59 8040 226
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- www.gbkhan.com

### EDUCATION

- 2021  
VIRTUAL UNIVERSITY PAKISTAN
- BS. Software Engineering

- 2017  
GOVT.DEGREE COLLAGE, ALIPUR
- Intermediate In Computer Science

### CERTIFICATES

- Digital Marketing  
Google Skillshop
- Digital Advertising  
Semrush Academy
- SEO II Certified  
HubSpot Academy
- Digital Marketing  
Virtual University & Digiskills
- WordPress CMS  
Virtual University & Digiskills

### LANGUAGES

- English
- Arabic (Basic, Learning)
- Urdu
- Hnidi

### SUMMERY

With a strong foundation in digital marketing, SEO, and WordPress CMS, I am dedicated to enhancing my professional skills in a dynamic and fast-paced environment. I aim to contribute to an organization's growth by optimizing digital strategies, improving online visibility, and driving measurable success.

### SKILLS & EXPERTISE

#### DIGITAL MARKETING

- SEO (On-page, Off-Page, Technical SEO )
- Social Media Marketing
- Facebook, Instagram Tiktok, Snapchat
- All Social Ads Campaign
- Google Ads
- Email Marketing & Automation
- GoHigh Level CRM & Automation
- Canva (Post Design)

#### WEB DESIGN

- WordPress
- WooCommerce
- Shopify

#### TOOLS

- Google Analytics
- Google Search Console
- Bing Webmaster
- Semrush, Ahrefs, Moz
- Hootsuite & Mailchimp

### PROFESSIONAL EXPERIENCE

- ControlTap - Al Khobar, KSA** 2023 - PRESENT  
Digital Marketing Specialist  
Drive digital marketing and SEO strategies for ControlTap Contracting Company, enhancing online visibility and client acquisition. Manage campaigns, analyze performance, and optimize strategies to support growth. Collaborate with partner companies, including Quality Leaders Group, Egah Restaurant, AMFCO and AlJoud Gate to align marketing efforts and amplify brand presence.
- TMT Global Technology - Sharjah, UAE** 2022 - 2023  
Remote WordPress Developer  
As a Remote WordPress Developer, you design, develop, and maintain WordPress websites, customize themes and plugins, troubleshoot issues, and ensure optimal performance and security.
- Taxocrate Pvt LTD - Islamabad Pakistan** 2020 - 2022  
Digital Marketing & SEO Team Lead  
As a Digital Marketing & SEO Team Lead, I guide strategic initiatives to boost online visibility, lead a team in executing data-driven marketing and SEO strategies, and analyze performance to drive growth.
- Techbite Solutions - Lahore Pakistan** 2019 - 2020  
WordPress & SEO Optimization  
Develop and maintain WordPress websites while implementing SEO strategies to improve search rankings. Conduct keyword research, optimize content, and analyze performance to drive continuous improvement.