

GHOUS BUKHSH (GB)

DIGITAL MARKETING SPECIALIST

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SUMMARY

Results-driven Digital Marketing Specialist with 5+ years of experience in developing data-driven marketing strategies, automating campaigns, and improving brand visibility. Proficient in SEO, PPC, Social Media Marketing, CRM platforms (Go High Level, HubSpot), Email Marketing and Automation. Known for ranking websites on top of Google search results and increasing ROI through AI-driven marketing automation tools.

CORE SKILLS & EXPERTISE

- Digital Marketing Strategy
- SEO Optimization (On-page/Off-page/Technical)
- PPC Campaigns (Google, Meta, Tiktok, Snapchat, more)
- Social Media Marketing & Analytics
- AI Marketing Automation
- CRM Integration & Workflow Automation
- Email Marketing & Automation
- WordPress Website Design & Optimization

TOOLS & PLATFORMS

GoHighLevel All-in-one Marketing Automation & CRM | Shopify | Google Analytics | Google Search Console | Bing Webmaster | Canva Design | SEMrush SEO | Ahrefs SEO | Mailchimp | Zapier | Buffer | HubSpot CRM | Marketo | Klaviyo | n8n Automation

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

Nov 2023 - Present

[ControlTap Contracting Co.](#) | Al Khobar, Saudi Arabia

- Designed, developed, and optimized WordPress websites to improve user experience, loading speed, and mobile responsiveness.
- Planned and executed digital marketing and SEO strategies to increase online visibility, organic traffic, and client inquiries.
- Managed Google Ads and social media advertising campaigns, tracking KPIs and adjusting strategies to maximize conversions.
- Conducted SEO audits, implemented on-page and off-page SEO practices, and improved keyword rankings across all company websites.
- Collaborated with partner brands including Quality Leaders Group, Egah Restaurant, AMFCO, and AlJoud Gate to ensure unified marketing efforts and digital brand consistency.

Digital Marketing | WordPress Developer

March 2022 - June 2023

[TMT Global Technology](#) | UAE | Remote Job

- Designed and developed responsive WordPress websites for partner companies including Al Mazrooei Security Systems LLC and Fahad Cable Industry.
- Implemented SEO best practices and optimized website performance to improve search engine rankings and user engagement.
- Managed social media accounts and content calendars for client brands, increasing audience engagement and online presence across platforms such as Facebook, Instagram, and LinkedIn.
- Provided ongoing website maintenance, security updates, and performance monitoring.

Digital Marketing & SEO Team Lead

2020 - 2022

Taxocrate Pvt LTD | Islamabad, PK

- Led the digital marketing and SEO department for a corporate taxation and legal services firm, focusing on increasing organic traffic and client inquiries.
- Planned and executed data-driven SEO strategies tailored to legal and tax-related keywords, improving Google rankings for service pages and blog content.
- Managed a team of content writers and SEO specialists to ensure consistent execution of on-page and off-page strategies.
- Oversaw Google Ads and local SEO campaigns to generate leads for legal consultations and tax services.
- Analyzed web analytics and performance metrics to refine strategies and report on ROI to senior management.

Search Engine Optimization SEO

2019 - 2020

Techbite Solutions | Lahore, PK

- Handled end-to-end SEO management for client websites, including keyword research, on-page optimization, and off-page link building strategies.
- Conducted technical SEO audits and implemented fixes to improve crawlability, indexation, and page speed.
- Performed competitive analysis to identify content gaps and keyword opportunities.
- Optimized website metadata, internal linking structure, and schema markup for better search engine visibility.
- Collaborated with content writers and developers to align SEO strategies with client goals and improve overall site performance.

EDUCATION

BS Software Engineering

2016- 2020

Virtual University of Pakistan | Lahore, PK

Intermediate In Computer Science (ICS)

2014 - 2016

GOVT. Degree Collage, Alipur | Bise DG Khan Board, PK

CERTIFICATIONS

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| • Digital Marketing (Google) | • Google Ads Search (Google Skillshop) |
| • Digital Advertising (SEMrush) | • Digital Marketing (Virtual University) |
| • SEO II Certified (HubSpot Academy) | • WordPress (CMS) (Digiskills.pk) |
| • Email Marketing (HubSpot Academy) | • SEO Optimization (Digiskills.pk) |
| • Google Display Ads (Google Skillshop) | • Google Analytics (Google Skill Shop) |

LANGUAGES

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| • English (Professional) | • Arabic (Learning) | • Urdu / Hindi (Fluent) |
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