



# Malik Nazir Ilyas

**Date of birth:** 26/12/2003 | **Nationality:** Pakistani | **Sex:** Male | **Phone:**

(+92) 3130552596 (Mobile) | **Email:** [Contact@maliknazir.com](mailto:Contact@maliknazir.com) | **Website:** [maliknazir.com](http://maliknazir.com) |

**LinkedIn:** [Malik Nazir](#) | **Whatsapp Messenger:** +923130552596 |

**Address:** Uthwal, tehsil & district Chakwal, Pakistan, 48800, Chakwal, Pakistan (Home)

## ABOUT MYSELF

Myself Malik Nazir Ilyas, I'm a dedicated SEO professional with extensive experience in digital marketing, specializing in search engine optimization, content strategy, and local SEO. Over the years, I have successfully managed projects from scratch, optimized websites, and implemented strategies that drive organic growth and increase online visibility. My expertise includes keyword research, backlink building, content creation, and performance analysis, having contributed to impressive results like 650k+ clicks and 21.2 million impressions. With a passion for continuous learning, I have further enhanced my skills through certifications from Google and SEMrush.

## WORK EXPERIENCE

02/01/2020 – 10/04/2020 Chakwal, Pakistan

### SEO TRANIEE NEXT TECH DIGITAL MARKETING

At That time I was just a student and I had a great interest in the online field. I had to love to write Blogs and creative Things. After a deep research, I chose digital media marketing as my profession and passion. Then I transitioned to digital marketing, where I found my true calling. I am proud to have helped many brands, to grow their online presence and achieve their business goals.

As a Search Engine Optimization (SEO) Intern will be responsible for **research, implementation, monitoring, Local GMB listing, Backlinks and reporting on client organic search campaign.**

**Business or Sector** Transportation and storage

26/05/2020 – 20/08/2021 Chakwal, Pakistan

### SEO EXPERT NEXT TECH DIGITAL MARKETING

One of the biggest challenges and benefits gained in my experience and expertise is to work in Next tech Digital Marketing Agency. I worked to grow many projects from scratch to the top with a very low budget. However, with a well-defined business goal, market research, and competitor analysis, I was able to develop a highly relevant low-competition keyword strategy, create quality content that provided readers with value, build a strong social presence, branding, and launch successful paid ad campaigns.

As a result, I was able to achieve impressive results in one Big project, including 650k plus clicks, 100k plus ranking keywords, and 21.2 million impressions from Google searches within one year. This success was a result of teamwork, dedication, and a strategic approach.

1. Optimizing copy and landing pages for search engine optimization.
2. Performing ongoing keyword research including discovery and expansion of keyword opportunities.
3. Researching and implementing content recommendations for organic SEO success.
4. **Ensures all of the clients have an accurate, comprehensive, and complete online footprint and helps build valuable backlink profiles for all clients.**
5. Defines most important Local SEO KPIs.
6. Analyzes and monitors page performance for categories/keywords. Upkeeps data across multiple platforms.
7. Reduce the Number of HTTP Requests. ...
8. Optimize Website Mobile Speed
9. Use a Content Delivery Network (CDN) ...
10. Write Mobile-First Code. 11. Minimize Time to First Byte.

15/09/2021 – 26/11/2024 Chakwal, Pakistan

### SEO HEAD NEXT TECH DIGITAL MARKETING

As a Next Tech Digital Marketing SEO Head MY tasks and responsibilities. The overall tasks of an SEO Manager would include:

1. Projects Management
2. Website optimization, social media, and content optimization.
3. Managing website content.
4. Building and nurturing an online community.
5. Negotiating backlinks.
6. SEO strategy.
7. Local SEO Google My Business Optimization.
8. Campaign organization and planning.
9. WORK EXPERIENCE
10. Website monitoring and user analysis.
11. General digital marketing project management

## ● EDUCATION AND TRAINING

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19/02/2018 – 20/09/2020 Chakwal, Pakistan

**SECONDARY EDUCATION** Jinnah Public High School Chakwal

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**Address** Jinnah Public High School Chakwal, 48800, Chakwal, Pakistan, Chakwal, Pakistan

19/11/2020 – 13/07/2021 Chakwal, Pakistan

**DIGITAL MARKETING AND SOCIAL MEDIA MARKETING (ONLINE)** NETXTTECHHOME.LLC

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**Address** 5900 Balcones Drive Suite 100 Austin, TX 78731, 78731, AUSTIN, United States, Chakwal, Pakistan

15/12/2020 – 08/02/2023

**FUNDAMENTALS OF DIGITAL MARKETING** Google

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14/06/2023

**GOOGLE ADWORD** Google

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25/07/2023

**SEO FUNDAMENTALS COURSE BY SEMRUSH** SEMRUSH

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11/12/2023

**CONTENT-LED SEO WITH BRIAN DEAN** SEMRUSH

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## ● LANGUAGE SKILLS

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Mother tongue(s): **URDU**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	A1	A2	A2	A2	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

## ● DIGITAL SKILLS

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Digital Skills: Digital Marketing | Website Design | SEO & Digital Marketing | LOCAL SEO | WordPress (WordPress SEO) | SEO backlink creation | Google Analytics | Off-Page SEO | On-Page SEO | Site Speed Optimization | Local Marketing | Microsoft Excel | Website Audit | Google (Google Ads, Google Analytics) | Keyword Research | Screaming Frog | Content writing | Ai content optimization | SEMRush | Google Trends | Ahrefs | Google Search Console | Email Marketing | Facebook marketing | tiktok advertising | business marketing | Organizational and planning skills | Organizational and Planning | Microsoft Office | Publishing and managing content on various digital platforms (blog, website, LinkedIn page)