

# AISHA FAYYAZ

## SENIOR EXECUTIVE - DIGITAL MARKETING

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- 📍 Karachi, Pakistan

### EDUCATION

- **Masters in Economics**  
Karachi University
- **Bachelors in Arts**  
PECHS COLLEGE

### SKILLS

- Technical SEO
- On-Page Optimization
- Keyword Research
- Content Strategy
- WordPress Management
- Effective Communication
- Time Management
- Social Media and  
Community  
Management
- Facebook Ads Strategy  
and Campaign  
Management

### LANGUAGES

- English
- Urdu

### PROFILE

Results-driven Digital Marketing Specialist with 3 years of experience managing multi-industry projects and improving online performance through SEO, analytics, and content strategy. Proficient with Google Analytics, SEMrush, and Ahrefs to track KPIs, analyze data, and identify growth opportunities.

A collaborative team player with strong communication skills and a commitment to delivering measurable results that support business goals.

### WORK EXPERIENCE

#### InterSys LTD | | Aug 2024 – Present

##### Senior Executive - Digital Marketing

- Strategizing and guiding the execution of on-page SEO, technical optimization, content marketing, and ethical link-building initiatives.
- Collaborating closely with writers to develop targeted content that drives sustained traffic growth and audience relevance.
- Planning and coordinating conversion-focused social media campaigns to enhance engagement and brand reach.
- Building and implementing data-driven content strategies to improve search visibility, keyword performance, and organic rankings.

#### Zibble Tech- 2023 - 2024

##### SEO Executive

- Created SEO-focused blog content tailored to target keywords and audience intent.
- Executed strategic guest posting and backlink outreach to strengthen domain authority.
- Tracked performance using Google Analytics, SEMrush, and Ahrefs to guide optimization decisions.
- Increased organic visibility and supported improvements in search rankings and brand reach.