ISHWAH PERVEZ

AI-Powered Digital Marketing, SEO & Web Specialist

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PROFESSIONAL SUMMARY

Results-driven digital marketing and web specialist with 3+ years of experience helping brands grow organic visibility, publish high-quality content, and run high-performing websites. Combines technical SEO, modern search optimization (AEO, GEO, AIO), WordPress design and development, and AI-assisted content workflows to deliver measurable growth for remote clients. Experienced in client handling, cross-functional coordination, and working with US-based leadership teams. A software engineering graduate who bridges the gap between marketing strategy and technical execution.

CORE SERVICES

- **SEO & Modern Search Optimization:** Technical SEO, on-page SEO, organic SEO, keyword research, AEO (Answer Engine Optimization), GEO (Generative Engine Optimization), AIO (AI Optimization)
- **Website Design, Development & Revamping:** WordPress and WooCommerce builds, full website redesigns, UX, speed and mobile optimization, UI design in Figma
- **Content Marketing:** Blog writing, long-form articles, website copy, webinar content, LinkedIn posts, editorial calendars, all AI-assisted with strong human editorial oversight
- **Social Media Marketing:** Content planning, posting and scheduling, LinkedIn-focused thought leadership, audience engagement
- **Analytics & Reporting:** Google Analytics 4, Google Search Console, performance tracking, actionable optimization reports
- **Hosting & Domain Management:** Hostinger administration, DNS configuration, domain handling, website migration, site maintenance and troubleshooting
- **Client & Project Management:** Client communication, stakeholder and agency coordination, leadership review cycles, Asana and Trello

TOOLS & PLATFORMS

- **SEO:** Ahrefs, Semrush, Yoast SEO, Google Search Console
- **Analytics:** Google Analytics 4
- **Web & CMS:** WordPress, WooCommerce, Hostinger, DNS and domain management
- **Design:** Figma, Adobe Photoshop, Canva, Photopea
- **AI Tools:** ChatGPT, Claude and other AI tools for research, content creation, and workflow automation
- **Project Management:** Asana, Trello

PROFESSIONAL EXPERIENCE

Marketing & E-Commerce Executive — 2024 – Present

Buraq Link Cargo Packaging LLC | Dubai, UAE

- Manage end-to-end WordPress and WooCommerce website operations: content publishing, page optimization, plugin management, security, and performance
- Led website revamping and optimization to improve user experience, load speed, and mobile responsiveness
- Implement technical and on-page SEO using Ahrefs, Semrush, Google Search Console, and Yoast to grow organic traffic and search visibility
- Apply AEO, GEO, and AIO strategies to structure content for AI-driven search and answer engines
- Handle hosting administration on Hostinger, including DNS configuration, domain management, and website migration
- Produce blogs, articles, website copy, and LinkedIn content with AI-assisted workflows, reviewed for quality, accuracy, and brand voice
- Plan and publish social media content aligned with campaign goals and brand messaging
- Track performance in Google Analytics 4 and translate data into clear optimization recommendations
- Coordinate with internal stakeholders, IT teams, vendors, and external agencies to deliver updates on schedule

Digital Marketing Specialist **2021 – 2023**

Physicians Revenue Group | Pakistan (Serving a USA-based leadership team)

- Authored and edited website copy and digital content across 25+ pages with a focus on clarity, brand consistency, and engagement
- Executed technical SEO strategy including keyword research, on-page optimization, and site audits using Ahrefs and Yoast
- Managed CMS updates and site maintenance, improving UX, load time, and mobile responsiveness
- Prepared content for governance review and secured approvals from US leadership prior to publishing
- Analyzed traffic, user behavior, and conversion metrics in Google Analytics to guide content and campaign decisions
- Designed visual content and promotional assets in Canva and Photoshop to support campaigns

INDEPENDENT PROJECTS

Founder & Operator, 6 Content-Driven Websites **2021 – Present**

- Built, designed, and managed 6 WordPress websites across healthcare, lifestyle, and technology niches
- Wrote and published 200+ SEO-optimized articles using keyword research and organic SEO strategy
- Handled the full stack independently: hosting, DNS, domains, CMS, SEO, analytics, and content
- Developed hands-on expertise in organic growth, content strategy, and AI-assisted publishing at scale

EDUCATION & CERTIFICATIONS

- **Bachelor of Science in Software Engineering,** COMSATS University, Pakistan | Mar 2021
- **SEO Diploma Certification,** Punjab Information Technology Board | Aug 2021

LANGUAGES

English (Fluent, professional writing and communication) | Urdu (Native) | Hindi (Conversational) | Arabic (Basic reading and writing)

WHY WORK WITH ME

- Full-funnel capability: strategy, content, design, development, SEO, and analytics from one specialist
- Future-ready SEO: optimized for Google and for AI search engines and answer engines
- Remote-ready and experienced with US stakeholder communication and approval workflows
- Immediate joiner