Shahzaib Imam

SEO MANAGER | SEO, AEO, GEO AND CONTENT

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PROFESSIONAL SUMMARY

SEO and digital marketing manager with over 6 years of experience across 80+ accounts. Grows organic search through technical, on-page, local, and content SEO, and through AEO and GEO so AI answer engines cite the brand. Measures every keyword in GA4 and Search Console against leads and sales, and runs Google Ads alongside, so paid and organic search work as one programme.

CORE COMPETENCIES

Technical and On-Page SEO | Local SEO and Google Business Profile | Keyword Research and Content Plans | AEO and GEO | GA4, Search Console and GTM | Ecommerce and Shopify SEO | Website Optimisation | SEO Reporting

WORK EXPERIENCE

UK DTC rug brand

Mar 2025 to Present

Digital Marketing Director

Perth, Scotland

- Managed a catalogue of 5,000+ SKUs. Built AI-crawlable product pages. AI answer engines now bring 20% of organic search traffic.
- Led a GBP 20,000 multi-channel marketing strategy across Social, Email, and SEO. Achieved a 250% sales increase in 8 months by acquiring B2C customers and interior design partners.

Dean Banks Group & M.AD Agency

Oct 2024 to Mar 2025

PPC Executive

Dundee, Scotland

- Set up server-side tracking and GTM custom conversions. Built Looker dashboards that combine 8+ platforms for weekly stakeholder reports.
- Scaled Meta Ad campaigns for 15+ UK cocktail-week events. Achieved a 166% ROAS increase and reduced ticket sales CAC by 44%, using hyper-local targeting, lookalike audiences, and competition and retargeting ads within a GBP 4K budget per city.

The Renewable Energy Co.

Feb 2024 to Sep 2024

Digital Marketing Manager

Essex, England

- Grew website traffic by 600% in 3 months through SEO.
- Redesigned the sales funnel and moved ad spend from on-feed lead collection to landing-page capture. Reduced cost per lead by 80%, from GBP 150 to GBP 30, in 2 months while maintaining lead quality.
- Directed HubSpot CRM and automation. Reduced response time by c.40% and improved customer satisfaction by c.25%.

Fatbuzz

Apr 2023 to Feb 2024

PPC Specialist & Assistant SEO

Glasgow, Scotland

- Launched SEO and Google Ads for a new Glasgow electrical contractor. Organic users grew from a cold start to 2,700 (+1,576%) with 639 conversions in 7 months, and paid search converted at 11.38%.
- Grew organic users by 237% to 17,000, with 3,600 conversions, for an Edinburgh electrical contractor (account figures, Jan 2023 to Jan 2024).
- Grew organic users by 46% and sessions by 52% in under two months for a Glasgow heritage jeweller.
- Grew organic users by 10% to 11,877 in six months, and doubled peak daily organic users, for an Edinburgh luxury lighting ecommerce store.
- Grew organic users by 30%, with 200 conversions, in 6 months for a Glasgow gas and heating firm.

- Ran Google Ads for a UK tech platform: 1,390 conversions at a 7.94% conversion rate in 4 months. Organic and paid together lifted users by 41% to 21,000 in 9 weeks.
- Conducted keyword research and optimised meta titles and descriptions. Increased click-through rates by 30% and organic search rankings by 25% for client websites.
- Led data collection and measurement with Google Analytics 4 and Search Console. These insights improved campaign effectiveness by 35%.

Imam Carpet Co

Jul 2020 to Apr 2023

Digital Marketing Manager

Karachi, Pakistan

- Built the Shopify store during COVID-19. Within three years it became the largest online store in its niche, through paid marketing on Google, Facebook and Instagram.
- Optimised the Shopify platform using data. Increased customer conversion rates by 30%.

Ticketwala.pk

Jul 2019 to Jul 2020

UX/UI Designer and CMS Manager

Karachi, Pakistan

- Created a digital strategy to launch an online ticket service. The service captured 60% market share and grew annual turnover by 200% within 2 years.
- Guided website design improvements and ran Customer Journey Mapping sessions. Increased user satisfaction by 25%.

EDUCATION

B.Sc. with Honours in Computing and Information Technology University of Portsmouth
Portsmouth, United Kingdom
Jan 2019 to Sep 2021

Diploma of Higher Education in Computing Glasgow Caledonian University
Glasgow, United Kingdom
Jan 2016 to Jul 2018

Diploma in Computer Information Technology Aligarh Institute of Technology
Karachi, Pakistan
Jan 2012 to Jul 2015

CERTIFICATIONS

Google Ads (Search, Display, Video, Measurement, AI-Powered, Creative)	Google
Google Analytics	Google
Meta Certified Digital Marketing Associate	Meta

SKILLS

SEO: Technical SEO, On-Page SEO, Local SEO, Content Plans, Keyword Research, Answer Engine Optimisation (AEO), Generative Engine Optimisation (GEO)

SEO tools: SEMrush, Ahrefs, Screaming Frog, Moz, Ubersuggest, Rank Math, Google Business Profile

Analytics: Google Analytics 4, Search Console, Google Tag Manager (server-side), Looker Studio, Performance Reporting

Platforms: Shopify, Shopify Plus, WordPress, HTML, CSS

Paid search: Google Ads, Performance Max, Merchant Center, Bidding Strategies, Conversion Tracking