



# SYED FAIZAN ALI

## DIGITAL MARKETING AND SEO SPECIALIST

[in](https://www.linkedin.com/in/syed-faizan-ali-aa38361a0) <https://www.linkedin.com/in/syed-faizan-ali-aa38361a0>

### ABOUT ME

I am a dedicated and results-driven **SEO and Digital Marketing professional with over 8+ years of experience**. I ensure seamless office operations by providing vital support to staff, demonstrating strong prioritization skills, self-motivation, and trustworthiness with minimal supervision. In the digital space, I specialize in driving e-commerce growth through a strategic mix of on-page and off-page SEO, PPC management, content marketing, and conversion optimization. My broad industry knowledge allows me to lead cross-functional teams effectively and deliver impactful, data-driven digital campaigns.

### EXPERIENCE

#### **Sapphire Sands Real Estate Company, Dubai** **Digital Marketing & SEO Specialist** **January 2025 – Present**

Currently leading digital marketing for a luxury real estate firm in Dubai, focusing on strategic SEO and performance marketing to drive qualified leads and brand visibility.

- Boosted organic traffic by 60% through on-page SEO, content strategy, and technical improvements.
- Generated high-quality real estate leads through Google Ads and Meta campaigns with a 4.5x ROI.
- Managed content across web, YouTube, and display ads, increasing engagement by 40%.
- Achieved top SERP rankings for highly competitive real estate keywords. Enhanced UX and conversions with data-backed landing page and CRO improvements.
- Used GA, Search Console & SEMrush for performance tracking and continuous optimization.
- Drove a 70% increase in social media engagement through consistent, audience-driven campaigns.

#### **One Call Digital, California, USA** **Digital Marketing & SEO Specialist** **January 2024 – December 2024**

- Focused on full-spectrum SEO and lead generation strategies for clients across various industries in the U.S.
- Improved organic traffic by 40%+ and boosted keyword rankings by 30+ positions.
- Optimized 100+ pages with refined metadata, internal linking, and targeted keywords.
- Led technical audits, resolving crawl issues, improving mobile usability, and reducing bounce rates.
- Collaborated on high-converting, SEO-optimized content that increased leads by 25%.
- Built quality backlinks to boost domain authority using ethical outreach strategies.
- Delivered regular reports with actionable insights using GA, SEMrush, and Ahrefs.

### CONTACT

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Deira, Dubai

### EDUCATION

- MBA Finance, Nobel PG College, 2015–2017
- B.Com, Govt City College, Osmania University, Hyderabad, 2011–2014

### SKILLS

- Data-Driven marketing
- Building, launching and reporting
- Email Campaigns; Display Ads
- Website Designing (Wordpress)
- Youtube Marketing
- Digital Strategy - Content Marketing
- Metrics and Analytics
- PPC Campaign Management
- PPC ; SEO; SMM
- Online Reputation Management

### MARKETING TOOL

- Google Analytics
- Facebook Business
- Google Ads
- LinkedIn, Pinterest, Youtube Marketing
- Google Search Console
- Page speed insights Mozbar
- Canva
- Ahrefs
- Seo tool adda
- Hootsuite
- Buffer
- Spyfu
- Keyword planner

## IT SKILL

M.S Office, Word, Excel, PowerPoint,  
Access SEM Rush, Search Metrics,  
Open Site Explorer, Google Analytics

## CAREER SNAPSHOT

- Assist with the scheduling of employee training.
- Provided all office guests with a hospitable experience.
- Helped to manage a staff of 20 + employees  
Created scedules, organized meetings, and handled.
- multi-level office tasks with promtness and accuracy.

## INDUSTRIES

Education Industry  
Health Industry  
Real estate Industry  
Overseas Industry  
Entrainment Industry  
Interior designer Industry  
Automato mobile Industry ( Toyota Dealership )  
Taxi Industry  
Events Industry  
Tech Industry  
Pest Control Industry

## PERSONAL PROFILE

Nationality: Indian  
Date of Birth: 10/07/1993

### HIROTOIND TECHNOLOGIES

#### Digital Marketing & YouTube Marketing Manager

July 2022 – December 2023

- Oversaw digital and video marketing strategy, with a special focus on YouTube growth and ROI-based campaigns.
- Doubled YouTube subscribers and increased average watch time by 2.5x within 12 months.
- Ran SEO, Google Ads, and social campaigns, resulting in a 40% boost in lead generation.
- Developed targeted video strategies and engaging thumbnails based on viewer behavior.
- Managed paid campaigns, cutting CPL by 30% through testing and precise targeting.
- Worked across teams to ensure brand consistency and high-quality content output.
- Monitored performance via YouTube Studio, Google Analytics, and Meta Ads Manager.

### Wav Cabs, Sydney, Australia

#### SEO Manager

May 2021 – July 2022

- Led the SEO function for a transport services company, driving growth in local and organic search.
- Increased organic traffic by 35% through targeted on-page and off-page strategies.
- Conducted keyword and competitor research to improve rankings for core services.
- Collaborated with developers to improve load times, site structure, and mobile UX.
- Optimized Google My Business listings for better local visibility.  
Built high-quality backlinks to improve domain authority.  
Trained internal teams on content and SEO best practices.

### ITinfo Digital, Hyderabad, India

#### Digital Marketing Executive

March 2018 – March 2021

- Managed multi-channel digital campaigns for 50+ clients, focusing on SEO, PPC, and content strategy.
- Increased organic traffic by up to 60% for client websites.
- Delivered 4x ROI on PPC campaigns across Google Ads and Facebook Ads.
- Conducted keyword research, audits, and competitor analysis for strategic growth.
- Ran YouTube and display campaigns with improved CTR through A/B testing.
- Collaborated with creative teams on content and visuals.
- Trained junior staff on digital tools and performance marketing fundamentals.