



Senior Digital Strategist with a keen focus on UX. Proficient in advanced SEO, expert in AI based workflow automation, and complex LLM orchestration.

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### professional skills

- Digital Advertising
- Marketing AI Automation
- User Experience (UX)
- Behavior Analytics
- xCDP / DAM / CMS
- Project Management
- Prompt Engineering
- LLM Orchestration
- Content Workflows
- SEO Automation
- SEM / AB-Testing
- Research & Planning

### experience

#### Digital Marketing Executive

#### Global Hotel Alliance

2024 - present

UX/UI research & implementation for web and mobile app. AI based SEO automation for organic growth, experience management on xCDP for a personalized AI-powered UX across channels.

#### SEO & Digital Marketing Executive

#### Easa Saleh Al Gurg Group

2022 - 2024

Managing organic growth. Applying AI in marketing. Data Analysis & User Experience (UX). Website audits & enhancements for multiple ESAG entities including SieMatic, KARE, Chattels & More.

#### Digital Marketing Strategist

#### uConnect Technologies Pvt. Ltd.

2019 - 2021

Worked on multiple projects focused around SEM, PPC, SEO, Content & Email Marketing. Responsible for developing marketing strategy across digital, search, video, social media, and email. Developing new strategies & ensuring best SEO practices across multiple projects.

#### Digital Media Expert

#### Pixelarts Multimedia Consultancy

2015 - 2017

Led various web design & development projects. Responsible for research, SEO and content creation. Also worked on Quality Assurance.

## qualification

M.Sc. Strategic  
Studies

Quaid-I-Azam University

2012-2014

Bachelor of Arts  
Journalism

Karakoram International University

2009-2011

## automation skills

1. LangChain Framework	2. n8n automation toolkit	3. Zapier automation	4. Custom python scripting
5. Cloudflare workers + CDN	6. Cloud computing	7. Agentic AI systems	8. Web3 & Blockchain essentials

## familiar code

React.js, Svelte, JavaScript, Python, Node.js

## platforms, tools

• OTTO SEO / SEMRush	• Github / Bitbucket
• Figma / Adobe Creative Suite	• Netlify / Vercel / Supabase
• Google Ads / Meta Ads	• Bolt.new / Replit / Vercel v0
• GA4 / GTM / GSC	• ChatGPT / Gemini / Claude / Perplexity
• Shopify / Magento / Wordpress	• Google AI Studio / Open AI API
• Lytics / MoEngage / Bynder	• VS Code / Windsurf
• MS Clarity / Yandex Metric	• Linux / Bash / SSH

## pass times



## contact perhaps?

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