

# Sheikh Haseeb Bin Najam

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## Senior Digital Marketing Professional

A digital and web marketing expert having 10 years of experience in diverse internet environments including B2B, Education, Design, Health, E-commerce and numerous major and minor projects. Extensive background in leading teams and managing projects with some of the top internet giants and established IT companies. Strong analytical and research skills, ability to design and implement comprehensive marketing strategies to achieve organizational targets.

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### Expertise:

Search Engine optimization | PPC | Digital Marketing | Research & Planning | Competitor & Industry Analysis | Project & Product Management | Conversion Analysis & Improvement | Website Usability & Performance Monitoring | Industry Research and New Products/Projects Creation | Sales Forecasting & Strategy Development

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### Profile Summary:

10+ years of working experience out of which 7 years are spent in **Management and Leadership** roles with recognized IT firms including **Tradekey, Logodesignguru, RightClick** and **Business Rankers**. Complimented with an **MBA in Marketing** from **Muhammad Ali Jinnah University** in 2009.

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### Selected Achievements:

- Heading the Internet Marketing Strategy for 25+ projects divided among 4 categories.
- Ensured and achieved a business growth of 300 % at Business Rankers.
- Lead the SEO, Analysis and Technical aspects of Tradekey.com to align with SERPs, conversions and features.
- Part of the team responsible for increasing customer base from 2 million to 4 million at Tradekey.
- Head the marketing department of Rightclick, managed existing projects and initiated new projects.
- Managed independent SEO projects at logodesignguru.com

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## Professional Experience

### Business Rankers

(January 2013 – Current)

### Head of Web Marketing

Managing a team of 20 people including writers, designers and SEO's. Focused on business development, branding and product development.

- Work landscape includes SEO, PPC, Product development, Research & Analysis
- Project Management including new projects and business proposals based on internet research
- Sales management, forecasting, projection and strategy development

- Team Management, team building and trainings.
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## TradeKey

(December 2008 – July 2012)

### Web Marketing – Assistant Manager

**Worked with a team of web marketers, SEO's, designers and developers at one of the largest online b2b platform in the world, handling a customer traffic of 8 million per month approximately.**

- Keywords Analysis, Ranking, monitoring, brand protection of TradeKey and its premium members.
  - Link Building Strategies, research updates and developments in Search Engines and Algorithms.
  - Track Google SERP's changing and effect on Tradekey and improving website visibility in Bing.
  - Create niche websites to support Tradekey, Social Media Optimization and enhance procedures.
  - TradeKey Online Reputation Management.
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## Right Click

(January 2008 – December 2008)

### SEO Department Head

**Managed and operated a high performance team of junior SEO's with the goal of growing the website traffic, increase Sales and brand name of websites.**

- Brainstorm website designs, QC & A, content strategy and SEO Optimization.
  - Link Building Strategy, Keyword Analysis, website structure, and internal linking strategy.
  - Competitor analysis and developing long term and short term marketing strategies.
  - Team management, training, performance management, motivation and coaching team members.
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## Right Solution

(April 2007 – January 2008)

### SEO Consultant

#### Work Brief:

The parent company of logodesignguru.com, as an SEO responsible for managing Link building, competitor analysis, website enhancement, research and reporting, keyword research, SMO and Social Networking.

## Telenet

(December 2005 – January 2007)

### SEO Trainee

#### Work Brief:

Basic SEO methodologies like keywords, search engine behavior, website optimization & Link Building.

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