

Hasnat Ali Shah (Engineer & Digital Marketer)

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ABOUT ME

Dynamic and results-driven **Electrical Engineer** and **Digital Marketing Specialist** with hands-on experience in circuit analysis, signal processing, and networking alongside a strong background in **SEO, WordPress customization, and e-commerce marketing**. Proficient in tools like Multisim, AutoCAD, Cisco Packet Tracer, Google Analytics, and Google Search Console, I excel at optimizing digital presence and executing data-driven strategies. Adept at project management, technical problem-solving, and performance marketing, I bring a unique combination of engineering precision and digital innovation to enhance efficiency and growth.

WORK EXPERIENCE

01/09/2024 – CURRENT Charsadda, Pakistan
SEARCH ENGINE OPTIMISATION SPECIALIST WEBSPIRES LIMITED

As an SEO Specialist, my responsibilities for both the company website and client websites include:

- Planning and executing SEO strategies to boost organic rankings and drive targeted traffic
- Performing keyword research, competitor analysis, and on-page optimizations
- Conducting technical audits to fix crawl errors, enhance site speed, and improve mobile performance
- Managing off-page initiatives (link building, outreach) to increase domain authority
- Collaborating with content teams and developers to integrate SEO best practices site-wide
- Utilizing analytics tools to monitor performance, track KPIs, and refine strategies
- Optimizing local search presence and staying adaptive to algorithm changes
- Delivering measurable gains in organic traffic, search rankings, and overall site health

06/07/2023 – 09/09/2023 Charsadda, Pakistan
TRAINEE ENGINEER PESCO (PESHAWAR ELECTRIC SUPPLY COMPANY LIMITED)

- Completed training in **protection of power equipment** using relays at a 132kV grid station.
- Studied and analyzed **electrical diagrams** to identify and address power system issues.
- Assisted in testing, troubleshooting, and maintaining protective devices to ensure reliable grid operation.
- Gained practical experience in power system protection and fault management.

12/07/2023 – 15/09/2023 Mardan, Pakistan
TRAINEE ENGINEER PTCL (PAKISTAN TELECOMMUNICATION COMPANY LIMITED)

- Designed and implemented telecommunications networks for clients.
- Conducted site surveys and performed network assessments to identify areas for improvement.
- Configured routers, switches, and firewalls to optimize network performance and security.
- Collaborated with team members to troubleshoot network issues and implement solutions.

14/05/2022 – 01/05/2023 Calgary, Canada
SEO SPECIALIST (REMOTE) AMBER AND SALMA COLLEGE

Business or sector: Education

Conducted keyword research, optimized website content, implemented on-page and off-page SEO strategies, executed technical SEO improvements, developed content strategies for topical authority, and contributed to measurable gains in organic search rankings and user engagement.

16/06/2023 – CURRENT Al Khabaisi, United Arab Emirates
SEO SPECIALIST (REMOTE) CARCOOL & 3M CARCOOL

Business or sector: Automobiles window tinting

Conducted keyword research, optimized website content, implemented on-page and off-page SEO strategies, executed technical SEO improvements, developed content strategies for topical authority, managed Google My Business for local

SEO, and contributed to measurable gains in organic rankings, website traffic, and local search performance while also supporting SEM initiatives.

CERTIFICATES

2021

National Freelance Training Program (NFTP)

- Digital Marketing Course

2023

PTCL Internship Certificate

- Networking, switching and distribution of telecom lines

2023

WAPDA Internship Certificate

- Basic elements used in Power supply, Power Switching and power distribution

EDUCATION AND TRAINING

15/08/2020 – 28/06/2024 Mardan, Pakistan

BS ELECTRICAL ENGINEER University of Engineering and Technology Mardan

- To Design an automated 1KVA Energy metering devices for server base intermitted billing.
- Show consumed units and cost on server which mean Live and accurate billing access, and to avoid human intervention in bill generation process.
- User will be able to control home appliances from the same energy meter remotely through mobile application.

Website <https://www.uetmardan.edu.pk/uetm/> | **Final grade** 3.14 | **Level in EQF** EQF level 6 |

Thesis IOT Based Smart Energy metering device for server-based billing generation and controlling

DIGITAL SKILLS

Keywords research | Niche Research | Search Engine Optimisation | Google Search Console | Google trend | Social Media Marketing | Email Marketing | Guest Posting | HTML & CSS | WordPress | Shopify Store Design | MS Office Suite (Word, Excel, and PowerPoint) | Circuit Analysis | Project Management | Design Engineer | Software skills on Multisim | AutoCAD | Cisco Packet Tracer | Networking | Signal Processing | MS project and MS Team

PROJECTS

2024

SEO, LOCAL SEO & SEM

Website Details: Webspires | **Link:** <https://webspires.co.uk/> | **Location:** Oldham, United Kingdom

Website Details: Sky Dunstable Cars | **Link:** <https://skydunstablecars.co.uk/> | **Location:** Dunstable, United Kingdom

Website Details: Instant Tyre Solutions | **Link:** <https://instanttyresolutions.co.uk/> | **Location:** Bredbury, United Kingdom

Website Details: 247 Recovery | **Link:** <https://247recoveryoldham.co.uk/> | **Location:** Oldham, United Kingdom

Website Details: Quad Bike Tourism | **Link:** <https://quadbiketourism.com/> | **Location:** United Arab Emirate

Website Details: Flyzone Tourism | **Link:** <https://flyzonetourism.com/> | **Location:** United Arab Emirate

Website Details: Khyber Wear | **Link:** <https://khyberwear.com/> | **Location:** Pakistan

Conducted keyword research, optimized website content, implemented on-page and off-page SEO strategies, executed technical SEO improvements, developed content strategies for topical authority, managed Google My Business for local SEO, and contributed to measurable gains in organic rankings, website traffic, and local search performance while also supporting SEM initiatives.