

# HUZAIFA ANWAR

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**PERSONAL STATEMENT:** As a data-driven marketer and SEO consultant, I specialize in combining technical expertise with strategic insights to drive business growth. With over five years of experience in SEO, analytics, and digital marketing, I have successfully delivered measurable results. Passionate about turning data into actionable insights, I strive to help businesses achieve their goals through innovation and precision.

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## Education:

### University of Hertfordshire, Hatfield

- MSc (Data Science and Analytics), 2023 - 2024

### Iqra University (IU), Karachi

- BS (Computer Science), 2013 - 2017

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## Professional Experience:

- **Career Break:** (Oct 2023 – Oct 2024)
  - Professional Development ( studied MSc in Data and Analytics as a full-time student)
- **EY (Ernst & Young), Senior Consultant - Business Optimization** (July 2023 – Sep 2023)  
**Responsibilities:**
  - Delivered Technical SEO reports for clients and set up goal tracking.
  - Responsible for creating a content calendar for website blogs using the KGR method.
  - Oversaw team performance to make sure they achieved KPIs.
  - Managed GA4 Migration for the Honda Middle East website.
  - Set up events, and conversions through Google Tag Manager
  - Oversaw weekly performance reports for clients.
  - Managed all SEO-related queries from clients and suggested fixes.
  - Run Crawls on Screaming Frog and Log File Analyzer to test broken pages.
  - Maintained monthly reports using Data Studio(Looker) and BI tool.
  - Led content team for weekly blog/article publishing on clients websites.
  - Designed website wireframes for the design and development team.
- **Team Collective (Traffic Digital JLT), Team Lead - SEO** (Nov 2022 – June 2023)  
**Responsibilities:**
  - Managed Technical SEO reports for PureGym Middle East, TotalEnergies, Dunlop, and Falken Tires.
  - Led an SEO campaign for PureGym middle east and increased their membership signups by 30%.
  - Designed and pitched SEO proposals for clients.
  - Setting up Google tags on the website to track campaign performances.
  - Planned content pillar and social media calendar.
  - Prepare Monthly reports using Data Studio(Looker) and BI tool.
  - Drive KPIs and make sure the team aligns with them.
  - Conduct team training sessions.
  - Worked with the design team to suggest SEO friendly UI UX.
  - Successfully Expand Organic traffic by up to 50% for one of the Ride Apps in Qatar.
  - Worked on Google Search Generative AI results ranking factors.
- **Hul Hub, Team Lead – Digital Marketing** (Nov 2021 – Nov 2022)  
**Responsibilities:**
  - Responsible for preparing monthly team tasks and evaluate team performance.
  - Increased revenues through affiliate marketing for automobile sector.
  - Designed website wireframes for inhouse projects.
  - Direct reporting to the accounts and sales team for clients.

- Drive content strategy for the content team for brands and client projects.
- Work with the team to achieve their KPIs.
- Create and merge reports on Microsoft Power BI for clients.
- Work with the design team to suggest SEO friendly UI UX.
- Ran Google Ad campaigns in the African region for an automobile industry.
- Channel optimization suggestions for YouTube SEO.

- **SBT Japan Ltd, Senior Executive SEO** (Feb 2020 – Nov 2021)

**Responsibilities:**

- Responsible for Technical SEO fixes and A/B testing
- Fixed on-page SEO errors with regards to low Core Web Vitals core.
- Content optimisation across all the web pages.
- Search for relevant keywords and make an Off-page strategy.
- Managed to increase 200% organic traffic across the website
- Works with the content team to create web blogs and articles.
- Generate weekly keyword ranking reports.
- Works on Google Analytics, Search Console, and Ahrefs to monitor website traffic and performance.

- **Nexus Corporation Ltd, SEO Executive** (Aug 2019 – Jan 2020)

**Responsibilities:**

- Complete website performance inspection and generate reports.
- Generate quality backlinks. (Blogs, Comments, Threads, Press Releases, Listing, Profiles)
- Disavow low-quality spam links.
- Create SEO Friendly Meta Titles and Descriptions.
- Works with Google Search Console, Google Analytics, Ahrefs, and other tools to track website performance.
- Create RSS feeds for Manual Indexing.
- Works with the content team to create web blogs and articles.
- Track Keywords every week.
- Pitch blog websites for guest posting publication.

- **CreatifSoft, Jr. SEO** (Oct 2018 – July 2019)

**Responsibilities:**

- Track Keywords and Generate Natural External backlinks.
- Search Links and create backlinks including Profiles, Forums, Blog comments, and web pages.
- Works with Google Analytics, Webmaster, and Ahrefs tool.
- Pitch for Guest Posting sites.
- Create Meta titles and Meta descriptions for websites.
- Analyze the website's overall performance.
- Design Infographics content.
- Create Blog titles for the content writing department.
- Post articles on web 2.0

**Internships:**

- **Creatif Soft, SEO Trainee.** (July 2018 – Oct 2018)

**Responsibilities:**

- Keyword Research.
- Generate Backlinks.
- Analyze website Structure and create on-page reports.
- Analyze and Track Keyword rank.
- Worked with Webmaster Tools, Google Tags, and Google Keyword Planner.

- **Engro Fertilizers Ltd, Project Management Operations.** (Apr 2018 - May 2018)

**Responsibilities:**

- Worked under Engro's Rahber Project.
  - Analyze all the data forms and create reports for the Compliance department.
  - Verify the client's details and previous land history for providing them with farming loans.
  - Create reports for the clients who have previously been involved in mortgage land.
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**Certifications:**

- Microsoft Certified Professionals.
  - Enabling Microsoft Azure Infrastructure Implementations.
  - Fundamentals of Digital Marketing by Google
  - Fundamentals: Data Everywhere by Google
  - Product Led Growth Fundamentals Certification
  - Foundations of Digital Marketing and E-commerce (Google)
  - Advanced Google Ads by LinkedIn
  - The Data Science of Retail, Sales, and Commerce by LinkedIn
  - Data Visualization for Marketers
  - The Data Science of Marketing
  - Customer Analytics Certification by Wharton Online
  - Data Analytics Course by Google (**In Progress**)
  - Introduction to Generative AI by Google
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**Skills/Tools:**

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|--|---|
| ● Google Analytics   | ● WordPress                                     |
| ● Proficient in all components of Microsoft Excel, MS Word, MS | ● Google Search Console Office, particularly MS |
| Access and MSPowerPoint.                                       | ● Canva   |
| ● Google AdWords   | ● Ahrefs  |
| ● SQL Server 2012  | ● CSS/HTML                                      |
| ● Microsoft Power BI   | ● WIX   |
| ● SEMrush  | ● Shopify                                       |
| ● Google Tag Manager   |   |
| ● Google Data Studio   |   |
| ● Google Cloud Partners  |   |
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**Projects:**

- SEO website health checking tool
  - Food Ordering system (web-based project)
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**Research Publications:**

- Brain Tumor Segmentation and Classification using Optimized Deep Learning (2024)  
<https://www.jcibi.org/index.php/Main/article/view/528>
- Image-Enhanced Heart Disease Risk Assessment using CNN Algorithm (2024)  
<https://jcibi.org/index.php/Main/article/view/532>
- Building User Trust Through Explainable AI for Fake Review Detection on the Play Store (**In Progress**)