

# 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:

- **Evolution Safety Solutions, Ecommerce & SEO Specialist** (Feb 2025 – Present)  
Responsibilities:
  - Revamp the website layout and set up goal conversions.
  - Lead SEO strategy to contribute to the company's marketing goals.
  - To manage WooCommerce stores for product set up and optimization.
  - Set up and run Google Ad campaigns to achieve the maximum ROI.
  - Drive SEO content strategies and plan content calendars.
  - Run weekly crawl on website to find broken links.
  - I work on dashboards on Looker Studio, Clarity and GA4 to plan monthly KPIs.
  - Setting up a new tracking system across the website to monitor heatmaps, user behaviour and actions.
- **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.
  - Created 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 assess 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.
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- **Hul Hub, Team Lead – Digital Marketing** **(Nov 2021 – Nov 2022)**  
**Responsibilities:**
    - Responsible for preparing monthly team tasks and evaluating team performance.
    - Increased revenues through affiliate marketing for the automobile sector.
    - Designed website wireframes for in-house projects.
    - Direct reporting to the accounts and sales team for clients.
    - Drive content strategy for the content team for brands and client projects.
    - Collaborate 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.
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- **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 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.
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- **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.
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- **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 tools.
    - 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

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#### Internships:

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

- Keyword Research.
- 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 MS Power Point.                                     | • 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>
- Artificial Intelligence in Renal Oncology: CNN-Based Classification of Kidney Cancer (2025)  
<https://jcib.org/index.php/jcib/article/view/35>
- Building User Trust Through Explainable AI for Fake Review Detection on the Play Store (**In Progress**)