

MARYAM RANI

DIGITAL MARKETING & SEO SPECIALIST

CONTACT

0348-6088853

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Nationality: Pakistan

Gujranwala, Pakistan

LANGUAGES

English

Urdu

Punjabi

CERTIFICATIONS

Skills Heaven – UAE

(Digital Marketing & SEO)

COMPUTER SKILLS

Data Entry

Microsoft Office (Word, Excel,
PowerPoint)

CORE EXPERTISE

- On-Page SEO
- Technical SEO
- Off-Page SEO
- Google My Business (GMB) Expert
- Local SEO Expert
- Social Media Management

WEB DEVELOPMENT

- HTML5 & CSS3
- JavaScript
- PHP
- Laravel

ABOUT ME

Passionate Digital Marketing & SEO Specialist with practical experience in on-page, off-page, and technical SEO, Local SEO, Google Business Profile optimization, keyword research, and social media management. Skilled in developing digital marketing strategies, improving online visibility, increasing audience engagement, and supporting business growth through effective SEO and digital marketing techniques. Passionate about staying updated with the latest digital marketing trends and delivering effective online solutions.

EXPERIENCE

Digital Marketing Executive

2025 – 2026 (1 Year)

SEO & Social Media Management

- Planned and executed on-page, off-page, and technical SEO strategies to improve organic search rankings.
- Managed and optimized Google My Business (GMB) profiles to boost local visibility and customer engagement.
- Handled social media accounts, planning content and campaigns to grow audience reach and engagement.

Digital Marketing Intern

Skills Heaven, UAE

Internship

- Assisted in SEO audits, keyword research, and on-page optimization for client websites.
- Supported local SEO and Google Business Profile setup and management tasks.

Digital Marketing Intern

NexaRank

Internship

- Contributed to social media management and content planning for client accounts.
- Gained practical exposure to SEO reporting and digital marketing campaign execution.

EDUCATION

BS-IT (Bachelor's in Information Technology)

2022 – 2026

Govt. Islamia Graduate College, Gujranwala | CGPA: 3.22 / 4.00

FSC (Medical)

2020 – 2021

BISE Gujranwala

Matric (Science)

2018 – 2019

BISE Gujranwala

PROJECT

HMS – Hostel Management System

Final Year Project

Technologies: HTML, CSS, JavaScript, PHP, Laravel

- Developed a web-based system to manage hostel expenses, records, and administration efficiently.

SOFT SKILLS

Communication • Teamwork • Problem Solving • Client Handling