

Ahmad Kamran

Digital Marketing Manager | SEO Team Lead | Organic Growth & AI Search

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Profile Summary

Digital Marketing Manager and SEO Team Lead with 8+ years of experience leading organic growth across SaaS, ecommerce, home services, construction, and cleantech. Currently manages SEO strategy and delivery for 12+ clients, specializing in technical SEO, content, CRO, local SEO, and AI-search visibility.

Skills

- Technical SEO
- Content Strategy & Optimization
- AI Search, GEO & AEO
- SEO Analytics & Reporting
- Growth Marketing & CRO
- Email & Paid Media

Tools & Platforms

GA4, Google Search Console, Google Tag Manager, Looker Studio, Power BI, SE Ranking, Ahrefs, Semrush, Screaming Frog, Surfer SEO, Profound, Mixpanel, WordPress, Shopify, Webflow, Rank Math, HubSpot, Klaviyo, Mailchimp, ChatGPT, ClickUp, and Trello.

Work Experience

Digital Marketing Manager | SEO Team Lead

October 2025 - Present

Setsail Marketing, Remote

- Lead SEO and organic growth strategy for **12+ active clients** across ecommerce, home services, construction, professional services, and cleantech.
- Build and execute quarterly growth plans focused on technical SEO, commercial content, organic traffic, qualified leads, and keyword growth.
- Report on **250+ monthly organic leads and conversions** through GA4 and GTM events, including form submissions, calls, purchases, bookings, and quote requests.
- Improved organic clicks by **40% QoQ** across priority landing-page clusters through content updates, internal linking, technical fixes, and search-intent alignment.
- Increased non-branded keyword coverage by **40%**, adding **80+ Top 10 rankings** across priority campaigns.
- Built AI-search strategies across Google AI Overviews, ChatGPT, Gemini, and Perplexity, increasing tracked brand-mention rates from **0% to 60%** and AI referral traffic by **250%**.
- Manage technical SEO across WordPress, Shopify, and Webflow, including indexation, canonicals, hreflang, schema, redirects, crawlability, and site architecture.

- Lead delivery across SEO, content, design, and development, and present performance, risks, and growth priorities to clients.

Digital Marketing Manager | Organic Growth

August 2022 – September 2025

Cloudways by DigitalOcean, Remote

- Led the localization of 100+ landing pages and blog posts, improving regional signups and conversions and contributing an estimated \$30K+ in new MRR within six months from organic traffic.
- Launched AI-focused SEO and content initiatives that helped the site achieve Top 3 visibility for 3,500+ keywords in Google AI Overviews and increased referral traffic from GPT-based platforms by 800%.
- Built GA4 and Power BI dashboards to track organic performance, AI referral traffic, keyword trends, and conversions, and led weekly business reviews to guide strategy and prioritization.
- Developed content briefs for traditional search and LLM-generated answers, while supporting strategic backlink acquisition through brand partnerships and expert contributions.
- Worked with product, design, content, and development teams to improve high-value landing pages, site structure, crawlability, and conversion paths.
- Improved JavaScript rendering, crawl-budget efficiency, and Core Web Vitals to strengthen indexation, organic performance, and AI-search discoverability.

SEO Team Lead

December 2020 - August 2022

The Henna Guys | Lahore

- Led SEO strategy that increased organic traffic by 65% and revenue by 35% within the first year through technical, content, and on-page improvements.
- Optimized product pages, blog content, metadata, and page structure, increasing organic CTR by 30% and reducing bounce rate to below 30%.
- Built lifecycle email flows and seasonal campaigns that generated \$80K+ in direct revenue and increased email conversion rates by 20%.
- Led a site-wide UI/UX revamp with design and development teams, improving navigation, page speed, mobile usability, and conversion paths.
- Created repeatable processes for keyword research, content briefs, publishing checks, and post-launch audits, helping the team scale SEO execution while maintaining quality.

Education

Bachelors in Computer Science

November 2019

Virtual University of Pakistan