



KHURRAM SHAHZAD

Paid Media & PPC | Google, Microsoft, Meta & LinkedIn Ads |
Landing Pages & Tracking

Karachi, Pakistan

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LINKS

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PROFILE

SEO team lead and full stack developer with 8+ years in search and web performance, who also oversees paid campaigns on Google, Meta and LinkedIn alongside organic growth, and works with Microsoft Advertising next to a strong Bing organic track. I run paid media with the technical side built in: landing pages, conversion tracking, tags, schema and Core Web Vitals, so ad spend lands on fast pages that measure properly. I report through GA4, Search Console, Bing Webmaster Tools and Looker Studio. Google Digital Garage certified in digital marketing, with page one on Bing for 980+ searches for SEO Site Checker.

CORE EXPERTISE

- Google Ads and Microsoft Advertising
- Meta Ads and LinkedIn Ads
- Landing pages and conversion tracking
- Tag setup and measurement
- Bing and Microsoft Search
- Technical SEO beside paid
- Reporting: GA4, Looker Studio

WORK EXPERIENCE

Feb 2026 –
Present

SEO Lead / US/UK publishing & content-services brands (remote, contract)

- Oversee social media management and paid campaigns (Meta, Google, LinkedIn) as an integrated organic and paid growth motion.
- Set up measurement on The World Publishing Company site: GA4, Google Tag Manager with Consent Mode v2, Microsoft Clarity and the Microsoft Advertising UET tag.
- Run a parallel Bing/Microsoft Search track (Bing Webmaster Tools, IndexNow, Bing ranking factors).
- Lead technical delivery: Core Web Vitals remediation, schema architecture and site migrations, so landing pages load fast.
- Lead end-to-end organic strategy for a US/UK publishing and content-services portfolio.
- Report to stakeholders via GA4, Search Console, Bing Webmaster Tools and Looker Studio dashboards.

Aug 2025 –
Present

SEO & Web Performance Lead / SEO Site Checker (remote)

- Built and grew SEO Site Checker (seositechecker.pro), a free toolkit of 140+ tools in 13 categories.
- Page one on Bing for 980+ searches, including "seo score tool" (avg position 4.2) and "website seo checker" (Bing keyword report, Oct 2026).
- Growth: technical and on-page SEO, listings on SaaSHub, WebCatalog, F6S and Trustpilot, links from 36 sites, and email campaigns.

Sep 2023 – Nov
2025

Development Team Lead / Grand Insight, Karachi

- Led SEO, AEO/GEO, development and DevOps across a global portfolio of 200+ active clients, managing a cross-functional team of SEO specialists, developers and designers.
- Shipped fixes directly at code and server level (Laravel/WordPress, Cloudflare, cPanel/CyberPanel) rather than queuing them with a dev team.
- Improved team productivity by 70% through workflow and process optimization.

Apr 2021 – Jul
2025

Senior Web Developer / Grand Insight, Karachi

- Delivered 50+ client projects across WordPress, Shopify, Laravel and custom PHP, with SEO structure, schema, indexing and Core Web Vitals engineered in from the start.
- Key clients: 4Baby Ultrasound, Toronto Cosmetic Clinic, Web Design Marvel, Dev Connect Hub, SEO Site Checker, ClutchPilot.

PROFILES

- github.com/KhurramShehzaad
- behance.net/khurram-shahzad
- seositechecker.pro

SKILLS

Google Ads

Microsoft Advertising

Meta Ads

LinkedIn Ads

Search Campaigns

Performance Max

Shopping Campaigns

YouTube Ads

Conversion Tracking

Google Tag Manager

Microsoft UET Tag

GA4

Looker Studio

Landing Page Optimization

Keyword Research

Bing / Microsoft Search & IndexNow

Technical SEO

Core Web Vitals

Schema / JSON-LD

Social Media Management

Team Leadership & Client Reporting

CERTIFICATIONS

Digital Marketing
Google Digital Garage

Front-End Developer
HackerRank

CSS & HTML Essentials, Full Stack Development
LinkedIn Learning

EDUCATION

Software Engineering
Aptech Computer Education, Karachi · 2015 - 2018

Computer Hardware & Networking
Infra Computer Hardware Training Center · 2015

Intermediate
Gulzar-e-Hijri · 2014 - 2017

Apr 2020 – Dec 2020

Web Developer / Saviours, Karachi

- Built dynamic platforms and custom applications with a focus on UI, performance and fast-loading interfaces.
- Projects: Imgra, ProDesignWorld, ExpertProofers, Phantom Writing, Pixel Consultant.

Dec 2019 – Apr 2020

Full Stack Developer / Halersoft, Karachi

- Specialized in ecommerce: WooCommerce storefronts and conversion-focused UX flows, plus plugin integration and store automation.
- Projects: MuseLawFirm, CaliforniaLawPro, ChatReloaded, ClothingInn, Faashwear.

Feb 2019 – Dec 2019

Digital Community Manager / Mentionslytics, Karachi

- Managed digital community engagement, brand voice and social presence for a SaaS company.
- Built and maintained landing pages and UI components; supported the Konnikt marketplace platform.

Mar 2017 – Jan 2018

Senior Web Developer / Ultralinks International Inc.

- Developed scalable web modules and backend logic; optimized databases and improved site performance.
- Created reusable PHP modules and UI enhancements.

WHERE PAID MEETS THE BUILD

- Landing pages built and tuned by the same person who runs the campaigns.
- Measurement set up at code level: GA4, Google Tag Manager with Consent Mode v2, Microsoft Clarity and the Microsoft Advertising UET tag (The World Publishing Company).
- Bing and Microsoft Search visibility next to paid: page one on Bing for 980+ searches (SEO Site Checker).
- Core Web Vitals and schema fixes shipped directly, not queued with a dev team.

LANGUAGES

- English — Professional (written)
- Urdu — Native