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EXPERIENCE

Virtual Resort Manager

Austin, TX

Digital Marketing Manager

Apr 2016 – Present

- Restructured the SEO marketing packages from a “flat fee/month for unlimited keywords model” to a keyword competitiveness and ROI based pricing structure which resulted in an increase of department revenue by \$7000/month and helped adequately fund the need for additional resources and tools.
- Managed usability testing for the vacation rental software platform by implementing Hotjar's heatmap and visitor recording.
- Commissioned landing page content rewriting based on LSI semantic keyword suggestions provided by SEMRush.
- Introduced behavioral marketing strategy to the team and created triggered email campaigns based on consumer behaviors.
- Implemented schema.org NAP (Name Address Phone) markup which resulted in client websites appearing within the local pack, a SERP placement referred as rank 0 due to its search result placement before organic search results.
- Crafted a Manual outreach campaign strategy which resulted in each client getting at least 2 powerful backlinks per month via guest blogging opportunities.
- Administered Google AdWords campaigns for 11 vacation rental businesses with a combined budget of budget of \$28,000 per month.
- Utilized Google Trends and Google Auction Insight to forecast budget changes for the vacation rental industry which is very seasonal by nature.
- Increased paid advertising conversion between 2% to 9% by spearheading a 60-day Conversion Rate Optimization campaign which also reduced the cost per conversion from over \$500 to an average of \$350.
- Applied insights gained through SpyFu's competitive research tool to create 5 to 8 sets of expanded text ad copies and compared the ad groups against each other to find the best performing ads.
- Used the email list of guests to create a custom audience and a lookalike audience for Facebook paid advertising which resulted in the campaigns receiving conversions directly through Facebook ads for the first time throughout the 7-year history of the company offering social media marketing.
- Conducted meetings with clients to learn more about KPIs that matter to them and created custom reports based on each clients' demands.

Rackspace

Austin, TX

UX Design and Developer

Dec 2016 – Jan 2017

- Independently performed all aspect of Rackspace's Solve tech conference series website redesign and development.
- Constructed buyer personas and performed user research to design a website that is catered towards a tech savvy target audience.

- Utilized Balsamiq to design UI/UX wireframes before transitioning the project to Photoshop design and code prototyping.
- Improved information architecture for the website's 500+ pages by analyzing traffic flow, search logs and by creating affinity diagrams.
- Reduced load time for the event pages from 7 seconds to 1.6 seconds.
- Developed a WordPress based event agenda management plugin which reduced the data entry time from 10 hours to 1.5 hours per event.
- Custom coded a responsive CSS grid system for the agenda management plugin so that it can be deployed on multiple Rackspace websites.
- Designed and developed an AJAX driven video archive page.
- Collaborated with the marketing automation team to design and develop Marketo email marketing templates that complement the new website.
- Authored a set of videos and PDF based tutorials for website maintenance and management.

Fair Marketing/Server Side Design

Houston, TX

Senior SEO Project Manager

Nov 2014 – Apr 2016

- Eliminated development-related project delays by converting company's project management methodology from waterfall to Agile Scrum which reduced the average number of delayed projects per quarter from 4 to 1.
- Successfully managed a team of 6 developers and 5 content strategists.
- Significantly reduced company overhead by interviewing and managing an in-house server administrator, resulting in a savings of \$103 per hour in payroll expenses.
- Streamlined the local SEO marketing strategy by hiring, training, and managing a new team member which reduced the cost online marketing deliverable expense by 84%.
- Created baseline report during online marketing campaign setup phase by adding clients to Moz Pro Campaigns and on Wordstream.
- Used AHREFs and LinkDetox to analyze client backlinks to ensure there are no spammy links which could lead to a manual penalty in the future.
- Submitted a disavow request to Google Search Console for any high risk links.
- Performed keyword research using SEMRush, Spyfu and Google Adwords keyword planner tool to generate a list of long tail keywords that have a healthy search volume and will justify a solid ROI for clients.
- Analyzed competitor backlink strategy using Majestic and Monitor Backlinks.
- Used Mailchimp to setup a manual outreach link building strategy by contacting blog networks and online influencers that are related to the client industry.
- Constructed a blog content creation strategy with the help of Buzzsumo which consisted of 1000+ keyword long form onsite/offsite blogs and whitepaper that are magazine quality and shareworthy.
- Installed Facebook Ad Pixel and Adroll tracking code to client website for a remarketing campaign which delivers ads to previously visited users on other websites that are a part of the Google Display Network.
- Used Google Spreadsheets to create a 301 Redirect mapping strategy for any 404 Broken links detected by Google Search Console so that the GSC errors can be marked as fixed.

- Ran a content scan using Copyscape to ensure that there is no content that is flagged as duplicate copy.
- Inspected the H1 tag, meta tags, rel=canonical tag usage on client websites to ensure that the latest SEO best practices are in place.
- Performed A/B split testing using VWO Optimizely to find out the best converting paid advertising ad copy and landing page design.
- Perform a UX review of the current elements of the website to find elements on the website that should be fixed for the best conversion rate optimization strategy.
- Used CRO tools such as heatmaps and customer surveys to gain important insights from clients and website visitors.
- Ensured that the website passes the Google Mobile Friendly test – added viewport tags in case the website is not responsive.
- Initiated the Google Plus Business profile verification process to optimize the G+ profile along with optimizing social media profiles on other platforms such as Twitter, Facebook Pages and Yelp.
- Generated a 6-month online marketing campaign strategy focused on delivering the lead/conversion goal that the clients expect.
- Conducted a campaign launch meeting with stakeholders to educate clients about the strategy and to also ask them for their continued cooperation and feedback with content strategy feedback.
- Accurately forecasted project cost estimates and established effective project objectives.
- Increased efficiency by implementing weekly sprints and leading daily scrum meetings.
- Authored and implemented development protocols audit checklist for external contractors for quality assurance.
- Assisted client onboarding and training process by creating video tutorials and new employee documentation.
- Facilitated Development team growth by helping define quarterly goals.
- Identified the growing demand for a cloud based content database. Proposed and implemented Google Drive as the cloud storage, successfully resolving the issue while promoting effective communication processes within the workplace.
- Supervised blog posters responsible for updating all clients' onsite marketing deliverables through platforms such as Drupal, Magento, Wordpress, Joomla and DotNetNuke.

Web Developer

May 2013 – Nov 2014

- Only employee to receive the Employee of the Month award on 3 different occasions within a year.
- Utilized HTML/CSS3 to develop responsive landing pages that captured an average lead conversion rate of 8%-13% and were cross-browser compliant.
- Maintained a perfect track record of hitting deadlines by completing 100% of the web development/optimization project within the allotted timeframe.
- Coded landing page templates using responsive frameworks such as Bootstrap, Zurb HTML5 and Bourbon Neat to reduce development time resulting in a reduction in total project setup time by 20%.
- Setup and administered multiple Wordpress properties using WP Multisite on WPEngine.
- Designed wireframes for a UX analysis using Balsamiq and inVision.

- Researched and implemented the most effective SEO practices for JSON Rest API, AJAX and DOM elements.
- Enhanced usability for clients by migrating existing static websites to Wordpress frameworks like Genesis and X-Theme.
- Developed native Wordpress custom plugins using PHP to integrate WooCommerce with client's internal shipping CRM module.
- Integrated Gmail filters with Zapier to create automated support responses.
- Created a custom API feature integrating MySQL data entered in through Wordpress and pushing it out to client lead management system with the help of JSON Rest API.
- Theorized and implemented the first ever ecommerce centric landing page for clients.
- Improved user experience and increased lead conversion rate by 5% through implementing JavaScript/Jquery code snippets to the landing pages.
- Produced greater visibility for clients within organic search results rankings by optimizing and upgrading existing code.
- Used Adobe Photoshop, Illustrator & Flash to develop and enhance eye catching graphics for client websites such as PPC banners, slider images and animated ads.
- Implemented Google Analytics and Google Webmaster Tools code snippets on all client websites and track progress as well as address any issues.
- Introduced Mixpanel analytics to the organization which helped with big data mining and resulted in finding common patterns of issues that increased conversions about addressing them.

Entrepreneurs' Organization Houston - Veterans Business Battle

Houston, TX

Web Developer – Pro Bono

Dec 2014 – Present

- Took over the initial web development work in progress to complete the website in due time for the competition to start.
- Promptly updated the website for the event which raised over \$1 million in funding.
- Fully managed the setup and sales of the 200 tickets for the event.
- Coordinated with our internal Fair Marketing's social media team to promote the event through social channels such as Facebook, LinkedIn and promoted tweets.

Texas Digital Services

Houston, TX

IT Consultant (Contract)

Feb 2012 – Apr 2013

- Customized Wordpress themes to provide affordable websites to small business owners.
- Provided hardware/software implementation, upgrade and support of workstations, along with round-the-clock troubleshooting for small businesses.
- Performed malware and virus cleanup for businesses and community centers.
- Built cloud computing environment for wireless access to printers, workstations, servers and database.
- Managed the web hosting platform of the company using cPanel and WHMCS.