



# SEHAN SHAHID

DIGITAL MARKETER / SENIOR CONTENT WRITER

## CONTACT

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House no-53, Block 6, Federal B Area, Karachi

## EDUCATION

2023 - 2024

IDM PAKISTAN

- Digital Marketing (Completed)

2021 - 2023

GOV DEGREE BOYS COLLEGE

- Intermediate in Commerce.

2010-2020

FALCONHOUSE GRAMMAR SCHOOL

- Matriculation in Computer Science.

## SKILLS

- Article & Blog Writing
- SEO & Copywriting
- Digital Marketer
- Web Content Writer
- Google Ads and Business
- WordPress
- Social Media Marketing and Management
- Team Work
- Artificial Intelligence

## LANGUAGES

- English (Fluent)
- Urdu (Fluent)

## PROFILE

I'm Sehan Shahid, a results-driven **Digital Marketing Manager** and **Senior Content Writer** with over 5 years of experience in building and executing data-backed marketing strategies that boost visibility, engagement, and sales. My expertise covers **SMM, SEM, SEO, PPC, Google Ads, lead generation, and content marketing**, with a strong command over analytics and Online Reputation Management. I specialize in creating performance-driven campaigns that blend creative storytelling with measurable results. With a solid foundation in **content writing, SEO optimization, and PPC advertising**, I focus on helping brands grow through strategic planning, audience insights, and consistent digital execution that drives ROI.

## WORK EXPERIENCE

- Intact One Solution** 2024 - 2025  
Digital Marketing Manager | Content Writer | PPC & SEO Specialist
  - At Intact One Solution, I manage complete digital marketing operations, including **SEO, PPC, SMM, SEM, Google Ads, and content marketing**. My work involves writing blogs, optimizing SEO strategies, and driving consistent organic traffic growth through **data-driven campaigns**. I also handle online reputation management and analyze performance metrics to improve ROI, ensuring strong brand visibility and engagement across all digital channels.
- Da Vinci Solutions** 2021 - 2023  
Senior Content Writer Experience of 2.7 Years
  - At Da Vinci Solutions, I collaborated closely with the CEO and marketing team to develop impactful content strategies and ensure consistency across all WordPress websites. My responsibilities included writing and editing SEO-optimized blogs and articles, managing Google Ads campaigns, and implementing effective ad strategies to generate qualified leads and increase sales through the Google Search network.
- Mehshan Interiors** 2019 - 2020  
Marketing / Sales / Customer Representative
  - At Mehshan Interiors, I developed and executed marketing strategies and social media campaigns aligned with the company's growth goals. I led and motivated a small marketing team, fostering a results-driven work environment while managing customer interactions and sales conversions through social media channels, ensuring strong brand communication and consistent lead generation.

## REFERENCE

### Arfat Hanif

Da Vinci Solutions

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### Syed Saad

Intact One Solution

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