

HAFSA NAEEM SIDDIQUI

SEO & WORDPRESS SPECIALIST

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Portfolio: hafsagreatmyportfolio.online

PROFESSIONAL PROFILE

Motivated and enthusiastic Digital Marketing Intern and SEO Specialist seeking an opportunity to apply and enhance my digital marketing, SEO, content writing, and WordPress skills. Dedicated to utilizing expertise in PPC, Social Media Ads, and Content Strategy to amplify digital presence, optimize workflows, and successfully achieve organizational marketing goals.

CORE EXPERTISE

- Search Engine Optimization (On-Page, Off-Page, Local SEO)
- SEO Audit Reports & Backlinks
- Keyword Research & Competitor Analysis
- Content Strategy & Writing
- WordPress Content Management
- Google Ads & Meta Ads
- Shopify & Google Analytics

CERTIFICATIONS

- **Google Ads Search Certification** — Google (Issued Jul 2026 – Valid till Jul 2027)
- **Off-Premise Sales Job Simulation** — Red Bull, via Forage (Jul 2026)
- **Sales Job Simulation** — CBRE, via Forage (Aug 2026)
- **Digital Marketing** — Aptech Computer Learning Center
- **Graphics Designing** — Szabist Zabtech ITVE
- **MS Office** — Aptech Computer Learning Center

PROFESSIONAL EXPERIENCE

Head Teacher & Class In-charge | Inspiration Model School 2025 – 2026

- Managed a classroom of 30+ students, maintaining active and effective coordination with parents.
- Led study groups, orchestrated academic schedules, and provided valuable mentorship to junior teachers.
- Spearheaded event management initiatives, conceptualizing creative ideas and overseeing school decoration.

Home Tutor | Independent 2024 – 2025

- Provided comprehensive academic support and home tuition across multiple subjects.
- Developed highly customized lesson plans tailored to individual student needs to improve academic performance.

Nursery Class Teacher | Apple Grammer School 2016 – 2017

- Fostered a positive, engaging, and safe early childhood learning environment.
- Developed foundational academic and social skills for nursery-level students through interactive methods.

EDUCATION

B.Sc. Medical Science | University of Sindh, Jamshoro

Pass with B Grade

Intermediate (Pre-Medical) | Shah Latif Girl College

Pass with B Grade

Matriculation (Biology) | Tooba English High School

Pass with B Grade

REFERENCES

Sir Huzaifa

Teacher of Digital Marketing, Aptech Learning Centre (Contact details available upon request)