**SAMREEN Z. SOOMRO**

samreen@samreensoomro.com

**PROFILE**

Driven, competitive, and dynamic individual known for consistently exceeding expectations

**PROFESSIONAL EXPERIENCE**

**i3media Limited**
Head of Search Marketing (Asia)
January 2010 - Present

**Responsibilities:**

* Developing and managing all aspects of the i3Search.Worx department in the Karachi office
* Recruiting, training and managing a team of SEO professionals
* Planning and implementing powerful link building strategies to increase each client's link popularity and gain visibility on major search engines
* Develop and implement Social Media strategies for various clients
* Conducting competitive market research for each client to identify opportunities for increasing their online visibility
* Suggesting additional content optimization strategies for clients in areas such as blogs, images, videos, etc.

**Toolmart, Inc.**
Web Marketing Manager
January 2009 - January 2010

**Responsibilities:**

* On-page Optimization
	+ Devising and implementing SEO strategies for large eCommerce websites with more than 10,000 products
	+ Conducting regular optimization of on-page content on various product pages
	+ Auditing title tags and meta data on a regular basis for search engine optimization compliance
	+ Working with the development team to analyze site code and provide recommendations based on SEO best practices
	+ Conducting on-page marketing activities to increase conversion rate such as identifying seasonal promotional opportunities; maintaining banners on the site and changing them periodically to promote different offers/products; and maintaining rebate, clearance and special offers pages and updating them regularly
	+ Conducting on-going competitive market analysis