

RAMEEZ MAJEED

DIGITAL MARKETING SPECIALIST

SEO | AI SEARCH | PAID MEDIA | AUTOMATION |
ATTRIBUTION | ANALYTICS

Liverpool, UK
+44 7990 965197
meramiz@gmail.com
[linkedin.com/in/rameez-majeed](https://www.linkedin.com/in/rameez-majeed)
seosearchlight.com/rameez-majeed

PROFESSIONAL PROFILE

Digital marketing specialist with 14+ years of in-house and agency experience planning, delivering and optimising multi-channel campaigns across PPC, SEO, email, website, social media and content. Proven in B2B and multi-market environments, using CRM, customer data, analytics and reporting platforms to improve engagement, conversion and return on investment. Combines campaign leadership with hands-on marketing technology, building attribution dashboards, API-led data pipelines and AI-assisted workflows while collaborating with sales, product, IT, agencies and senior stakeholders.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | EA Technology Ltd | UK May 2023 - Present

- Plan, deliver and optimise integrated B2B campaigns across PPC, SEO, email, website, social media and content for EA Technology and VisNet, tailoring activity to product audiences and UK, US and Australian markets.
- Manage Google Ads, Microsoft Ads and LinkedIn Ads, using GA4, HubSpot, Search Console, Microsoft Clarity and Looker Studio to identify opportunities to improve engagement, conversion and return on investment.
- Built a reporting and attribution environment that merges data from HubSpot, Dynamics 365, advertising, website and analytics platforms through APIs and reporting connectors, giving stakeholders a consistent view of campaign and pipeline performance.
- Designed the Company Mapping Pipeline, Email Matching Pipeline and Lead Explorer to improve CRM data quality, contact-to-company association, lead visibility and sales follow-up.
- Created an internal reporting hub with 46+ Looker Studio reports across 12 categories, supporting marketing leadership with channel, funnel, product, SEO, paid media and special-report insights.
- Use customer data, market trends, Ahrefs, DataForSEO and Search Console evidence to shape content roadmaps, landing pages, campaign targeting and AI-search readiness.
- Collaborate with marketing, sales, product, IT, agencies and external partners, translating business objectives into clear campaign plans, reporting requirements and iterative delivery priorities.

EARLIER EXPERIENCE

Digital Marketing Specialist | MESDAC Solutions LLC | Jun 2021 - Feb 2023: Delivered multi-channel campaigns across SEO, PPC, email, social media, content and websites, coordinating designers, developers and client stakeholders.

Digital Marketing Manager | Muscat Higher Education | Dec 2017 - May 2021: Led digital acquisition for higher education, tailoring search, social, email, website and content campaigns to diverse student audiences and improving enquiry generation through analytics.

Digital Marketing Manager | Organize Technologies | Sep 2015 - Oct 2017: Managed B2B lead-generation campaigns across search, social, email and web, combining competitor research, content planning and conversion optimisation to grow qualified traffic.

Digital Marketing Executive | C-Cubed Solutions Pvt Ltd | Oct 2011 - Sep 2015: Executed SEO, paid search, social media, email and website campaigns across client accounts, supporting reporting, testing and continuous performance improvement.

CAMPAIGN DELIVERY STRENGTHS

PLAN

Translate business goals and audience needs into channel plans, content roadmaps, budgets and measurable outcomes.

OPTIMISE

Use analytics, customer data and market trends to improve engagement, conversion, media efficiency and ROI.

COLLABORATE

Work across internal teams, agencies and partners with clear requirements, stakeholder updates and iterative delivery.

SELECTED MARKETING AND DATA PROJECTS

Searchlight - SEO and Developer Tools Platform | Designer and Engineer

Built seosearchlight.com with 148+ free SEO and developer tools, including GSC analytics, keyword opportunity, CTR, UTM and SEO audit tools with secure OAuth access.

TOOLS: Next.js, TypeScript, Supabase, Vercel, GSC API

Marketing Reporting and Data Hub | Internal - EA Technology

Built a secure hub centralising 46+ reports and API-connected data from HubSpot, Dynamics 365, advertising, website and analytics platforms. Includes the Company Mapping Pipeline, Email Matching Pipeline and Lead Explorer. *A tool like dream data.*

TOOLS: Next.js, Azure AD, HubSpot, Dynamics 365, Looker Studio, GA4

Keyword Research and Content Strategy Workflow | EA Technology and VisNet

Combined Ahrefs, DataForSEO and GSC data into a ranked keyword output for SEO, paid media and content planning across UK, US and Australian markets.

TOOLS: Ahrefs API, DataForSEO API, GSC API, Python, Looker Studio

AI-assisted Content and Publishing Workflows | Marketing Engineering

Built AI workflows for content briefs, SEO recommendations, metadata, calls to action and internal links, with one-click publishing to WordPress.

TOOLS: Claude, Anthropic API, WordPress REST API, Next.js

Paid Media Performance and Gap Analysis Tool | Marketing Engineering

Built a PPC analysis tool that benchmarks campaign and competitor performance, identifies keyword and coverage gaps, and prioritises opportunities to improve paid media spend.

TOOLS: Google Ads, Microsoft Ads, LinkedIn Ads, Ahrefs, DataForSEO, Looker Studio

ADDITIONAL CAPABILITIES

- | | |
|--|---|
| • Marketing automation and lifecycle design | • Website optimisation and conversion testing |
| • CRM data quality and contact governance | • Campaign budgeting, forecasting and reviews |
| • Content operations, CMS management and on-page SEO | • API integrations, OAuth and structured data workflows |
| • Consent and tracking governance | • Cross-team delivery |

ROLE MATCH

Multi-channel marketer with the analytics, CRM, content and stakeholder skills required to plan, deliver and continuously improve digital campaigns.

CHANNELS

- PPC and paid social
- SEO and AI search
- Email and automation
- Website and CRO
- Social media
- Content marketing

MARKETING PLATFORMS

HubSpot, ClickDimensions, Dynamics 365, Google Ads, Microsoft Ads, LinkedIn Ads, Meta Ads, WordPress, Umbraco, Hootsuite, GA4, Looker Studio, BigQuery, Search Console, GTM, Clarity

DATA AND BUILD

Ahrefs, DataForSEO, APIs, OAuth 2.0, Claude, ChatGPT, Claude Code, Codex, GitHub Copilot, Next.js, TypeScript, Tailwind, GitHub, Vercel, Supabase, Resend

PROFESSIONAL SKILLS

- Campaign planning and optimisation
- Analytics, reporting and ROI
- Audience segmentation and customer insights
- Global and multi-market campaign support
- Stakeholder and agency management
- Agile and iterative project delivery

CERTIFICATIONS

- Claude Code in Action
- AI-Powered Performance Ads Certification
- Google Ads Search Certification
- Google Analytics Certification
- HubSpot Academy: Digital Marketing, Social Media Marketing and Inbound Marketing
- AI Enabled Content Production - CIM
- Microsoft Advertising Accredited Professional

EDUCATION

MBA, Human Resources
Bharathiar University | 2015-2017

Bachelor of Computer Applications
Dr. C.V. Raman University | 2011-2014