

CONTACT

PHONE

+92 305 7040749

EMAIL

Wajeehulhassan82@gmail.com

LOCATION

Lahore, Punjab, Pakistan

LINKEDIN

/in/syed-wajeeh-ul-hassan

CORE EXPERTISE

Technical SEO

Performance Marketing

On-Page SEO

Content Strategy

Google Ads

Meta Ads

CRO

Conv. Tracking

WordPress

Android Dev

Firebase

OOP & DSA

Cyber Risk

TOOLS

- Google Analytics — *Expert*
- Google Ads — *Expert*
- AdSense / AdMob — *Expert*
- Search Console & Tag Manager
- Ahrefs & Screaming Frog
- MailChimp / Email Automation
- Canva & Creative Suite

CERTIFICATIONS

- Aviatrix Multi-Cloud Network Associate
- Intl. Network Security Specialist (ICSI)
- Digital Marketing — Extreme Commerce
- SEO — Khan Academy
- Email Writing Skills

LANGUAGES

English *Professional*

Urdu *Native*

SYED WAJEEH UL HASSAN

Growth-Focused Developer & Performance Marketer

\$10M+ Ad Spend Managed

3X Lead Growth via SEO

300+ Clients Served

PROFILE

Digital marketing and full-stack development professional with 4+ years of experience helping global clients accelerate growth through performance-based marketing and engineering solutions. Co-Founder & CTO at DMH Network, where I lead SEO architecture and technical delivery for early-stage startups. Partnered with 300+ clients across the US, Australia, and the UK; managed \$10M+ in ad spend; consistently delivered measurable lead, conversion, and organic-traffic growth across the API Economy, Open Banking, RPA, ERP, Cloud, CX, and AI.

PROFESSIONAL EXPERIENCE

Co-Founder & CTO

Dec 2022 — Present

DMH Network · Lahore, Pakistan (Hybrid)

- ▶ Lead **technology and SEO strategy** across the entire client portfolio, owning the roadmap end-to-end.
- ▶ Drive technical delivery from scoping and architecture through handoff and post-launch optimization.
- ▶ Manage full-funnel SEO architecture for early-stage startups, integrating technical SEO, content, and CRO.
- ▶ Multiple clients have achieved **3X lead generation within 6–9 months** of engagement.

Head of Digital Marketing

Oct 2019 — Present

FutureSOL · Adelaide, Australia (Remote)

- ▶ Develop and execute SEO strategies that significantly improve organic visibility and qualified traffic.
- ▶ Run paid social campaigns delivering **positive ROI** while aligning SEO and SMM with broader goals.
- ▶ Translate Google Analytics and Search Console data into actionable optimization roadmaps.
- ▶ Achieved measurable lifts in rankings, engagement, and conversion across multiple verticals.

Digital Marketing Consultant

Oct 2025 — Mar 2026

Real VA · Lahore, Pakistan (Remote)

- ▶ Built and managed content calendars for a diverse portfolio of client accounts.
- ▶ Created social content end-to-end — copy, graphics, short-form video — and managed online communities.
- ▶ Delivered KPI-driven performance reports and drove Real VA's own brand growth.

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SEO Consultant

Jan 2023 — Oct 2023

SOZA Weightloss · United States (Remote)

- ▶ Executed full-stack content, On-Page, and Technical SEO for a US healthcare brand.
- ▶ Launched lead-generation campaigns delivering a **30% increase in qualified leads**.

Strategic Planner

Jan 2022 — Nov 2023

Ace 360 Solutions · Lahore, Pakistan (Hybrid)

- ▶ Partnered with cross-functional teams to identify growth opportunities and shape market positioning.
- ▶ Conducted market research and data analysis to inform key strategic decisions.
- ▶ Led project management and stakeholder engagement across major business initiatives.

Social Media Marketing Manager

Jan 2021 — Present

Saffron Club · South Adelaide, Australia (Remote)

- ▶ Own social-media presence end-to-end, reporting directly to ownership.
- ▶ Set up paid campaigns, automated communications, and produce post designs and uploads.
- ▶ Grew brand visibility and engagement across Facebook and Instagram.

Founder · CEO / CTO

Jul 2019 — Feb 2021

ResourcesPoint · Innovation District 92, Lahore

- ▶ Launched ResourcesPoint through ID92's incubation program, completing all milestones.
- ▶ Overachieved incubation targets by **25% per cycle**; increased application intake by **66%** while reducing acquisition cost ~50%.
- ▶ Owned all marketing, PR, partnerships, and reporting to the steering committee.

EDUCATION

Bachelor of Science in Computer Science

2017 — 2021

Superior University, Lahore · CGPA 3.12

VOLUNTEER WORK

- ◆ CV writing and LinkedIn profile optimization for early-career professionals.
- ◆ Pro-bono SEO strategy for the World Movie Awards Organization.