

Usama Ismail

Digital Marketing & Technical SEO

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PROFILE

London-based digital marketer with an MSc in Management with Digital Marketing, working across technical SEO, on-page optimisation, paid media and hands-on website development. Comfortable running a full technical SEO audit (Screaming Frog, Ahrefs, PageSpeed Insights, Search Console) and translating findings into a prioritised roadmap, as well as building and shipping the fix — in WordPress/Elementor or hand-coded HTML/CSS/JS.

PROFESSIONAL EXPERIENCE

Digital Marketing & Website Executive — Auto Boutique London

2026 — Present

- Lead Google Ads and Meta Ads campaigns
- Manage and update the WordPress/Elementor website
- Local SEO strategy and Google Business Profile management for the London market
- Produced a full technical SEO audit and an independent second-opinion review; designed a multi-step booking-flow UX concept

Digital Marketing Assistant — InsuranceClaim Help

2026 — Present

- SEO strategy, website optimisation and campaign support for an AI-powered insurance claims platform
- Produced a full technical, on-page and off-page SEO audit with a 30/60/90-day roadmap

Digital Marketing Intern — Rankrazz

Internship

- Assisted with SEO optimisation, keyword research and competitor research
- Supported content and social media activity, including client SEO support (Balz Unisex Salon, Akestatica) — meta titles/descriptions, image ALT text, Local SEO

Passenger Service Agent — Dnata UK Ltd (formerly Menzies Aviation), Emirates Operations, Heathrow Airport

Prior role

- Professional customer service supporting international airline operations
- Assisted passengers during check-in, boarding and documentation; resolved enquiries under time pressure across multicultural teams

PERSONAL PROJECT

Zenbari — self-initiated digital marketing agency concept

2026 — Ongoing

- Hand-built, framework-free HTML/CSS/JS website with GSAP interaction and on-site technical SEO (schema, sitemap, robots.txt)
- Brand positioning and content across six service pages; iterative build managed through Git (44 commits over ~9 weeks)

EDUCATION

MSc Management with Digital Marketing 2024 — 2025
BPP University, London, United Kingdom

LANGUAGES

English · Urdu · Hindi · Punjabi

CERTIFICATIONS

Google — Ads Search Certification	Google — Analytics 4 (GA4) Certification
HubSpot Academy — Digital Marketing	HubSpot Academy — SEO Certification
Meta Blueprint — Certified Digital Marketing Associate	Meta Blueprint — Media Buying Professional

SKILLS & TOOLS

SEO
Technical SEO, On-Page SEO, Local SEO, Keyword Research, Competitor Analysis, Site Audits, Structured Data

Website & Development
WordPress, Elementor, Rank Math SEO, HTML, CSS, JavaScript, Git & GitHub, VS Code, Vercel

Analytics & Paid Media
Google Analytics 4, Search Console, Business Profile, Google Ads, Meta Ads, Screaming Frog, Semrush, Ahrefs

AI-Assisted Workflow & Ops
ChatGPT, Claude AI, Claude Code, Canva, Microsoft Excel/Office