

MUHAMMAD HAKEEM

SEO/SEM Digital Marketing Specialist · Web & Performance Marketing

Chicago, IL Area · +1 (708) 973-5089 · me@muhammadhakeem.com · www.muhammadhakeem.com

Work Model Target: Hybrid

SUMMARY

Digital marketing and web strategy professional with hands-on experience improving website structure, content performance, and conversion pathways across brand and service-oriented environments. Background includes SEO-aware site architecture, analytics-informed optimization, campaign-support content workflows, and cross-channel consistency across web, email, and social. Strong at translating performance data into practical next steps and collaborating with stakeholders to execute measurable improvements.

ROLE ALIGNMENT (SEO/SEM)

- **Website optimization:** Improves user journeys, page structure, and content hierarchy to support discoverability and conversion.
 - **SEO execution:** Keyword-informed content structuring, on-page optimization, metadata planning, and technical coordination with developers.
 - **SEM/PPC support:** Campaign landing page alignment, message consistency, and performance feedback loops tied to campaign goals.
 - **Analytics and reporting:** Uses web analytics to evaluate traffic behavior, engagement, and conversion outcomes; recommends iterative changes.
 - **Multi-location and brand consistency:** Experience supporting organizations with multiple audiences/channels while maintaining unified messaging.
-

PROFESSIONAL EXPERIENCE

Freelance Web & Digital Strategy Lead | Intyce Media | Cicero, IL | 2019-Present

- Led website strategy and UX planning for apparel, streaming, and service-focused clients, mapping journeys from discovery to conversion.
- Built and maintained secure, high-performing websites with scalable page templates and navigation patterns.
- Implemented content workflows that support search visibility, campaign reuse, and performance consistency across web, email, and social.
- Partnered with stakeholders to define goals, track metrics, and prioritize optimization roadmaps.

Apparel Brand & Web Experience Lead | Intyce Tees; Blauha.us | Grand Rapids, MI | 2019-2023

- Owned digital experience across product pages, landing pages, and promotional web content.

- Maintained brand-consistent messaging across website, email, and social channels to support engagement and sales outcomes.
- Used campaign and analytics feedback to refine page structure, creative direction, and content sequencing.

Digital Experience & Campaign Architect | Spatial Partizan / Space Juicy | Web Stream | 2021-2023

- Built integrated campaign experiences across landing pages, social campaigns, and channel branding assets.
- Structured journeys that supported clear next actions (community growth, merch, events, lead capture).
- Coordinated media production and posting cadence with campaign calendars and platform behavior.

Additional Marketing Leadership Roles | UAIR; GHSP | 2013-2017

- Led branding, web communications, and outreach messaging for community-facing organizations.
- Produced cross-functional digital materials supporting awareness, fundraising, and engagement efforts.

TOOLS & CAPABILITIES

- **Web/CMS:** Website administration, content publishing workflows, page template management
- **Analytics:** Google Analytics (web traffic and behavior analysis), campaign performance review
- **SEO practices:** On-page optimization, information architecture, content structuring for discoverability
- **Campaign operations:** Email/web/social alignment, landing page optimization, iterative testing mindset
- **Creative production:** Adobe CC (Photoshop, Illustrator, Premiere) for campaign assets and content support

EDUCATION

Malcolm X Community College (CCC) - A.A., Computer Science (in progress, 2023-2025)

University of Phoenix - Business Management (10 courses)

Grand Rapids Community College (GRCC) - Music / Engineering coursework

IMPORTANT ROLE-SPECIFIC EDITS BEFORE SUBMITTING

- Add exact examples of **Google Ads / PPC ownership** if you have them (budgets, campaign types, outcomes).
 - Add 2-3 quantified wins (for example: traffic growth, CTR/CPC improvement, lead increases, conversion rate lift).
 - Add any direct **healthcare/senior living** marketing examples, if available.
 - Keep claims precise to your actual tool depth (especially SEO tools and SEM platform usage).
-

References and portfolio available upon request.