# Maaz Ahmed

Textile engineer and search marketer. Seven years developing sustainable denim for global brands, then five years in SEO, Google Ads and automation, in-house for B2B tech since 2025.

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| TEXTILE MILLS | Sustainable fabric development, collections for brand accounts, and the marketing to sell them |
| APPAREL BRANDS | Material development and sourcing, plus SEO and product pages that state the fabric facts |
| B2B TECH | SEO and AI answer visibility, marketing automation, outbound and lead generation |

Based in Karachi. Open to roles in the US, EU, UK and Gulf, remote or with relocation. Visa sponsorship welcome.

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## Marketing and search

Jan 2025 to present

### Marketing Lead (Marketing Intelligence and Performance, JBS AI)

Jaffer Business Systems, Karachi

- Own SEO, campaigns and analytics for a six-unit B2B technology portfolio selling into the UAE and wider Gulf.
- Marketing the launch of JBS AI, the group's division for custom AI solutions, IP and partnerships.
- Built cold email infrastructure for UAE market entry from scratch: sending domains, Google Workspace mailboxes, DMARC, SPF and DKIM, Instantly.ai sequences, and Apollo lists verified with Million Verifier. 90 percent or better inbox placement to real estate and hospitality decision-makers.
- Run LinkedIn lead generation through Sales Navigator. Grew the organic following by more than 500 with 40 percent higher engagement.

**Automation and dashboards, built with Claude Code**

- Replaced days of manual exports into Power BI every month with a dashboard that updates itself. The GA4, Search Console, Meta, LinkedIn and YouTube APIs feed a Google Sheet through Apps Script, hosted on GitHub and Cloudflare so it runs unattended and the API keys stay private.
- Designed the dashboard: KPIs, trends and charts for all six business units on one screen, filtered by unit, year and month.
- Built a diagnostic report for leadership from the same data, showing where the portfolio leaks attention, where it is ready to scale, and an action plan in priority order.
- Connected Claude to the GoHighLevel CRM to qualify new leads, draft follow-ups and feed CRM data into reporting.

Full case study

**Hysab Kytab, a JBS business unit**

Led marketing for the personal finance product, reporting to the CEO.

Rebuilt the website with a complete sitemap and on-page SEO, added Calendly booking to every call to action, and rebuilt GA4 and Tag Manager conversion tracking.

Secured a Google AI Overview placement for the product, cited alongside HBL, Bank of Punjab and Askari Bank. 54,800 impressions and 3,580 clicks at 6.5 percent click-through over twelve months.

Won the product's first international customer, a bank in Bahrain, through inbound organic traffic.

Full case study

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2021 to present

## Search marketing, freelance

Remote, US and international clients

Freelance alongside full-time roles since 2021. I do SEO, AEO and GEO, meaning getting found in Google and in AI answers such as Google AI Overviews and ChatGPT. That includes local SEO and Google Business Profile (GMB) optimisation for service businesses. I also run Google Ads. Clients span e-commerce, local services and B2B.

**Atlas and Maya, bamboo babywear on Shopify, UAE**

End-to-end SEO: technical, on-page, content, AEO and GEO, since June 2026

First I fixed what Google could see: rewrote robots.txt to block 251 junk URLs, redirected 49 dead product links, removed SEO apps that were generating pages on their own, and let AI crawlers into the store. Pages in Google went from 489 to 1,220 in four weeks. Then I added internal links in the words parents search with and published four buying guides that state the fabric facts parents ask about. By October, organic search was bringing in sales. AI mentions in the UAE rose from 50 to 140 in four weeks, and Atlas and Maya is the only brand Google's AI names for "What TOG does my baby need in UAE". The UAE is now 44% of all Google visits.

Case study

**Pixel Perfect Booths, photo booth rental, Chicago**

Local SEO and Google Business Profile, six months

Moved the business from 10th to 15th in the Google Maps local pack into the top three for its core query. I optimised the Google Business Profile with local keywords through the description and services, call to action buttons, regular posts and FAQs. On the website I built a page for each area it serves, set the local keyword strategy and rewrote the on-page content around it, and wrote wedding planning posts for the searches couples make. The pages are structured so Google's AI answers can quote them, and it is now recommended for 360 video booths. Along the way I found the booking widget was blocking Google's click ID, so Google Ads could not see which clicks became bookings. 91,200 impressions.

Case study

**Happy Hands World, sensory kits, Lakeland, Florida**

Local e-commerce SEO and AEO, twelve months

A small store up against bigger retailers and directories for a local category search. I rebuilt the product pages, categories and internal links, wrote guides around what parents search, and improved Core Web Vitals. Three pages are now cited in a single Google AI Overview for "sensory kits Lakeland", and Google's AI Mode names it the main provider in Lakeland. 145,000 impressions and 2,620 clicks.

Case study

**Photo booth rental, Chicago**

Google Ads, thirteen months

Built the account from scratch. From $227 per lead in its first three months, set up keywords, negatives, ad groups, bidding, extensions and landing pages, with tracking through GTM, GA4 and Clarity. Reached 417 conversions at $23 each over thirteen months, with $17,000 in client revenue.

Case study

**Car wash and auto detailing, US**

Google Ads, seven months

Rebuilt a paused account that had no conversion tracking. Cost per conversion fell 93 percent to $20.95 within 30 days. 837 conversions at roughly 500 percent ROAS.

Case study

# Denim and material development

Jan 2022 to Dec 2024

## Sustainable Fabric Specialist

Sustain Denim, by Artistic Apparels, Karachi

- Led sustainable fabric development and concept storytelling for an in-house sustainability brand within one of Pakistan's largest denim manufacturers, reporting to the founder.
- Developed a fully circular denim garment using sustainable fibres, processes and trims, engineered for disassembly and recycling back into post-consumer waste fibre.
- Built collection architecture across denim, ecru and non-denim, defining product mix, fit strategy, wash direction from raw rinse to ozone bleach, and MOQ-aligned style counts.
- Partnered with Fibretrace and Green Story to put traceability and impact data into product storytelling, and ran life cycle assessments to quantify environmental footprint.
- Owned brand identity work, website mockups, social campaigns and pitch decks.

Full case study

Nov 2017 to Dec 2021

## Research and Development

AGI Denim, Artistic Garment Industries, Karachi

- Assistant Manager 2020 to 2021, Senior Executive 2019 to 2020, Management Trainee Officer 2017 to 2019.
- R&D lead for European brand accounts including H&M, Bestseller, Inditex, Mango, Next, Esprit and Tommy Hilfiger, with a US base across Ralph Lauren, Gap, Old Navy and American Eagle.
- Sourced and developed approximately 200 fabrics a year, building material stories against each brand's seasonal direction and sustainability protocols.
- Secured a substantial sustainable fabric order from H&M, supporting the brand's global material targets.
- Played a lead role in onboarding Mango as a new customer with a tailored sustainable fabric range.
- Built collections for Kingpins and Denim Première Vision, and introduced new European brands to the portfolio through trend-led innovation sessions.
- Developed the sustainable fabric concept behind the Inhale collection, produced with designer Ani Wells of Simply Diligent.

Full case study

# Education

### Bachelor of Engineering, Textile Engineering

NED University of Engineering and Technology, Karachi, 2017

Head of Marketing and Promotions for the university's AATCC society, and co-organiser of the International Textile Conference at NED.

# What I work with

**Materials and sustainability.** Denim R&D, circular design, recycled and post-consumer fibre, organic cotton, hemp, linen, Tencel and Lyocell, wash direction from raw through ozone, laser and bleach, life cycle assessment, traceability with Fibretrace and Green Story, range planning and collection architecture.

**Search and analytics.** Technical, on-page and e-commerce SEO, AEO and GEO for AI answers, AI crawler access, local SEO, Google Business Profile (GMB) optimisation with keywords, posts, CTAs and FAQs, local pack rankings and location pages, Google Search campaigns, Google Search Console, GA4, Tag Manager, Looker Studio, SEMrush, Screaming Frog, Microsoft Clarity, Shopify and WordPress.

**Automation and outbound.** Claude Code, Apps Script, the GA4, Search Console, Meta, LinkedIn and YouTube APIs, GitHub, Cloudflare, GoHighLevel, Instantly.ai, Apollo, Million Verifier and LinkedIn Sales Navigator.

**Certified.** Google Search Ads, Google Skillshop (2024). Plus Google's digital marketing and e-commerce foundations.

**Languages.** English, professional working proficiency. Urdu, native.

# Dashboards and links

### Live dashboards and reports

Marketing analytics dashboard

Marketing diagnostic report

### Elsewhere

Inhale sustainable collection, AGI Denim

LinkedIn