

TAUSEEF AHMED SHAIKH

Birmingham, UK | +44 7746718378 | tauseef.login93@gmail.com | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Digital Marketing & SEO professional with an MSc in Digital Marketing (Distinction) from Oxford Brookes University and a proven track record of driving organic growth, lead generation, and commercial performance across agency, freelance, and founder-led environments. Delivered 40–50% increases in organic traffic and top 3–5 Google rankings through technical SEO, content strategy, and data-led optimisation. Hands-on expertise across SEO, GEO, AEO, PPC, CRM, web analytics, AI automation, and multi-channel campaign management. Holds three Anthropic-certified AI qualifications — one of very few marketers with formal, accredited AI credentials covering LLM frameworks, AI fluency, and practical AI implementation. Founded and independently operates a structured digital growth consultancy demonstrating strategic thinking, commercial initiative, and entrepreneurial ownership beyond the typical marketing role.

CORE SKILLS

SEO & Search: Technical SEO, on-page SEO, local SEO, keyword research & clustering, GEO, AEO, LLM/AI search ecosystems

Analytics & Reporting: GA4, Google Analytics, Google Search Console, performance dashboards, attribution modelling, ROI reporting

SEO Tools: Screaming Frog, SEMrush, Ahrefs, Moz, Google PageSpeed Insights, GTmetrix

Paid & Multi-Channel: PPC (Google Ads, Meta Ads), social media campaigns, email marketing, CRM strategy, A/B testing, CRO

Content & Strategy: Content strategy, thought leadership, copywriting, brand voice, editorial planning, case studies

AI & Automation: OpenAI API, AI agents & chatbots, Claude (Anthropic), LLM optimisation, GEO/AEO — 3x Anthropic Certified

Web & Technical: WordPress, eCommerce CMS, web design & development, web performance, Node.js, Claude Code, Python

Business & Leadership: Consultancy frameworks, B2B prospecting, cold outreach, client pipeline design, team management, stakeholder reporting

CERTIFICATIONS

Claude Code in Action | Anthropic March 2026

AI Fluency: Framework & Foundations | Anthropic 2026

Claude 101 | Anthropic 2026

PROFESSIONAL EXPERIENCE

Founder & Digital Growth Consultant March 2026 – Present

Meridian Growth Systems | Birmingham, UK

- Founded and independently operate a structured B2B digital growth consultancy targeting owner-led legal firms and private healthcare clinics in Birmingham, built around a proprietary diagnostic framework — the Digital Growth Operating System (DGOS).
- Designed and documented the full DGOS framework across five diagnostic areas: website clarity and conversion, search and competitive visibility, web infrastructure and performance, AI and answer engine exposure, and execution readiness.
- Conducted market sizing research identifying a combined serviceable addressable market of 200–330 firms; produced a verified competitive intelligence report establishing Meridian as the only diagnosis-first operator in the Birmingham market.
- Built the full client pipeline end-to-end — cold outreach templates, discovery call script, onboarding process, a 16-step audit sequence with 19-tool mapping, branded client-facing audit PDF, and Phase 1 scope of work.
- Designed a tiered service architecture: £195 diagnostic audit → £2,750 Phase 1 (website clarity) → £1,350/month Phase 2 (search visibility) → £2,500–£3,500 Phase 3 (operational automation).
- Developed AI-powered automation tools using OpenAI APIs and applied Anthropic AI frameworks to client delivery workflows, improving efficiency and output quality.

Co-Founder & Digital Marketing Consultant

April 2024 – October 2025

MarkApex Digital Marketing & Branding Agency | Oxford, UK

- Co-founded and ran a digital marketing agency serving 5–6 SME clients across SEO, PPC, content, and web analytics — grew organic traffic by 40–50% and achieved top 3–5 SERP rankings for competitive keywords.
- Improved conversion rates by 25% through landing page CRO, UX optimisation, and A/B testing; boosted social media engagement by 30% through audience-targeted campaigns.
- Planned and optimised PPC campaigns (Google Ads & Meta Ads, £500–£1,000/month), improving qualified lead generation, ROAS, and cost-per-acquisition across client accounts.
- Developed AI agents and chatbots using OpenAI APIs to automate lead capture and reporting; delivered GEO and AEO strategies for AI search visibility.
- Built the complete brand, eCommerce, and digital strategy for VivaBreath — from technical SEO and content calendar to launch, paid campaigns, and GA4 performance measurement.

Team Manager

March 2023 – Present

Primark (World's Largest Store — Birmingham) | Oxford & Birmingham, UK

- Led teams of 10–20 at the world's largest Primark store — managing hiring, onboarding, performance reviews, and coaching in a high-footfall environment generating £400k–£500k daily.
- Oversaw a department contributing 20–30% of weekly store revenue, collaborating with senior leadership on operational strategy, staffing, and customer experience.

Freelance Digital Marketing Consultant

June 2022 – May 2023

Self-Employed | Manama, Bahrain

- Delivered SEO-led digital growth strategies for multiple SME clients across web design, SEO, and web analytics — improving organic visibility, search rankings, and lead generation.
- Managed end-to-end campaign delivery: keyword research, on-page optimisation, technical fixes, content production, and performance reporting with full client ownership.

KEY ACHIEVEMENTS

- Delivered 40–50% growth in organic traffic and 25% improvement in conversion rates across multiple client brands.
- Achieved top 3–5 Google rankings for competitive local and national keywords through technical SEO and content strategy.
- Holds three Anthropic AI certifications (Claude 101, AI Fluency, Claude Code in Action) — rare formal AI credentials on a marketing CV, demonstrating both strategic and technical AI capability.
- Serial founder — co-founded and operated MarkApex (5–6 clients, Oxford) before launching Meridian Growth Systems, demonstrating sustained entrepreneurial drive and commercial initiative.
- Promoted to Team Manager at the world's largest Primark store — a high-performance environment demanding commercial acumen and strong leadership under pressure.
- Won the Spark Award (Oxford Brookes University) and Valideate Award (Santander × Brookes University) for entrepreneurial and digital excellence.
- Built and launched VivaBreath's entire digital presence from zero — brand strategy, eCommerce, SEO, PPC, and content, achieving positive ROAS within 90 days of launch.

EDUCATION

MSc Digital Marketing — Distinction

Oxford Brookes University, UK

BSc Business Administration

University of Bahrain

TOOLS & PLATFORMS

Google Search Console | GA4 | Screaming Frog | SEMrush | Ahrefs | Moz | Google PageSpeed Insights | GTmetrix | WordPress | Google Ads | Meta Ads | OpenAI API | Claude (Anthropic) | Claude Code | Perplexity AI | ChatGPT | Mailtrap | Vibe Prospecting | Hemingway App | ReportLab (Python) | Node.js