Muhammad Abdullah

SR.SEO Executive

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🏴 Pakistani

PROFILE

I am a certified SEO Executive with three years of experience. Using SEO to improve the customer's online experience Over the past three years, my marketing strategy and approaches increased the average time spent on my client's website from 4 to 8 minutes—a track record of reducing bounce rates by 26% on diverse company homepages using reliable data analysis. SEO Executive dedicated to delivering operational excellence. Recognized for their knowledge, intelligence, and attention to detail. Excels at using the power of social media to raise brand awareness. A strong and relentless leader with a passion for discovering innovative solutions.

PROFESSIONAL EXPERIENCE

SR. SEO Executive (Hybrid)   03/2024 – present
Metacule Solutions   Karachi, Pakistan
Maintained market trend knowledge, optimized client sites, conducted keyword research, and provided detailed analytics. Developed link-building strategies, aligned SEO with social media, coordinated responsive design, and improved local search presence.

SR. SEO Executive   03/2023 – 05/2024
Zee Digital Marketing   Karachi, Pakistan
Reviewed and optimized client sites and conducted keyword research to improve targeting and content. Provided detailed analytics, improved local search presence, and managed link-building campaigns. Analyzed website performance using Google Analytics for optimization.

SEO Executice   06/2023 – 12/2023
ProSource Dynamics   Karachi, Pakistan
Reviewed and optimized client sites, performed keyword research, and developed link-building strategies. Analyzed client websites to address performance issues and improve content and architecture.

SEO Executive   07/2021 – 11/2022
82 Solutions   Karachi, Pakistan
Reviewed and optimized client sites to enhance keyword targeting, architecture, and content, emphasizing SEO and link building. Managed successful link-building campaigns and audited websites to address performance issues.

SKILLS

SEO Auditing Abilities	▬▬▬▬▬▬▬	Project Management	▬▬▬▬
Teamwork	▬▬▬▬▬	Time Management	▬▬▬▬▬▬
Leadership	▬▬▬▬	MS-Office, MS-Excell & Office	▬▬▬▬
Google My Business Optimization	▬▬▬▬	On-Page Optimization	▬▬▬▬▬
E-commerce SEO strategies	▬▬▬▬▬	SEO Reporting Expertise	▬▬▬▬▬▬

LANGUAGES

English	● ● ○ ○ ○	Urdu	● ● ● ● ○