# **AWAIS ALI**

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• Ghouri Town, Islamabad, 44000

## SEO | SEM SPECIALIST

I'm an SEO Specialist with **3+ years** of experience helping brands grow through advanced SEO and performance marketing strategies. I combine organic SEO, data analytics, and paid search to drive qualified traffic, boost rankings, and generate leads. Skilled in GA4, WordPress, modern SEO, and AI tools, I create campaigns aligned with Google's E-E-A-T principles, search intent, and user experience to maximize visibility and ROI.

#### SKILLS AND EXPERTISE

- On-Page & Off-Page SEO
- Technical SEO Audits
- Local SEO
- Advanced Keyword Strategy
- E-E-A-T & Semantic SEO
- WordPress Management
- Google Ads Management
- Basic HTML & CSS
- Schema Markup
- Performance Analysis
- · GA4 & Search Console
- · Content Optimization
- Competitor & Market Analysis
- Project Management
- Al & Automation Integration

### **PROFESSIONAL EXPERIENCE**



Native Brains
On-Page SEO Specialist (Part time)

Apr 2025 - Present

- Managing SEO strategies, Google Ads campaigns, and email marketing to drive brand visibility and conversions.
- Leveraging GA4, Search Console, and SEMRush for data-driven optimizations.
- Developing and executing strategies to improve ROI across digital channels.



DigiAura360 SEO and Google Ads Expert Nov 2024 - Present

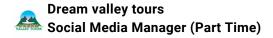
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Disrupt.com (formerly Gaditek) SEO Executive Nov 2023- Jan 2025

- Semantically optimized website content, meta tags, and internal linking to improve search rankings.
- Performed keyword research and implemented data-driven content strategies.
- Monitored website performance using GA4, Google Search Console, and SEO tools like SEMrush and Ahrefs.
- Collaborated with content and development teams to enhance user experience and site structure.

- Assisted in optimizing website content and meta tags to enhance SEO performance.
- Supported keyword research and content strategy development to improve search rankings and drive traffic.



Apr 2022 - June 2023

• Managed social media content and engagement strategies to boost brand awareness.

## **EDUCATION**

Bachelor of Business Administration (BBA) - Marketing

Hazara University, Pakistan

#### **CERTIFICATIONS**

- Google Digital Marketing & E-commerce Certificate Coursera
- Google Analytics Certification Skillshop (Valid till Apr 2025)
- Technical SEO Certification LinkedIn Learning (Oct 2024)
- Manage GA4 Data and Reports Certification Skillshop (Apr 2024 Apr 2025)

# **LANGUAGES**

- English Proficient
- Urdu Native
- Pashto Proficient
- Punjabi Proficient

References are available on request.