

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
- AI & 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

- 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.



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.



Disrupt.com (formerly Gaditek)
Marketing Trainee

Sep 2023 - Dec 2023

- 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.



Dream valley tours
Social Media Manager (Part Time)

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.