



Fiza Shaikh

SEO Expert

Professional Summery

Functional SEO expert with strong background in web marketing and analytics and proven experience in content strategy, link building and keyword strategy. Over 3+ years of experience driving organic site traffic across multiple client verticals through content management and Google Analytics to improve search engine results.

Experienced in helping employees to support customers by developing individual skills, knowledge and engagement in business processes. Focused on maximizing worker efficiency and company revenue through teamwork and motivational leadership results.

Enhance team performance and maximize customer satisfaction by strategically managing projects and implementing process improvements. Successful at training and mentoring employees to promote culture of collaboration and continuous improvement.

Skills

- **Social Media Optimization**
- **Social Media Campaigns**
- **Search Engine Optimization**
- **Search Engine Marketing**
- **Link Building**
- **Social account management**
- **Content Optimizations**
- **SEMRUSH**
- **Ahref**
- **MOZ Tools**
- **Google Web Console**
- **Google Analytics**
- **Blog Posts**
- **Guest Posts**

Work History

Sr. SEO Team Leader, 03/2022 to Current

Chiku Cab– Varanasi, India

- Handling Social Media Platforms along with infographics posting.
- Wrote, edited and produced captions and articles for multiple platforms, including the Internet and digital channels.
- Maintained SEO Department as a Team Leader.
- Incorporated XML sitemaps, robots.txt files, and 301 redirects to facilitate search engine analytics,
- crawling, and indexing.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Tracked, reported and analyzed website analytics.
- Collected and analyzed Web metrics such as visits, time on site and page views per visit.
- Built, implemented and updated effective SEO strategies.
- Created graphics through canva for digital media.

Sr. SEO Team Leader, 03/2022 to Current

Chiku Cab– Varanasi, India

- Monitored processes and procedures, overseeing all compliance regulations.
- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- SEO Development and Strategy.
- Website Optimization.
- Worked with the development team to properly implement SEO best practices.
- Utilized search engine optimization and emphasized the importance of link building.
- Provided detailed reporting and analyses on client website demographics and statistics using Google Analytics.
- Completed keyword research to target clients based on keyword targeting.
- Creating Leads through social media platforms like Facebook and linkedin.
- Analyzed and audited clients' websites to address performance issues.
- Recommended changes to website architecture, content and links to improve SEO positions for target keywords.
- Developed and implemented quality link-building strategies.

PROJECTS

1st Project Overview:- Nadcab Technology is a blockchain development company need to be the top of the SERP and also increase their reach on social media.

Technology:- SEO, HTML, SMO, Content Optimization

Roles and Responsibilities:-

- Team handling of the whole SEO department along with handling all social media platforms.
- Make infographics and social media posts with the help of CANVA PRO.
- Planning, create and share valuable content blogs of the website to grow their readership and grow reach and get more traffic.
- Link building for every individual page of a particular website.
- Optimization of an individual web page in order to rank higher.

2nd Project Overview:- Click Retina is a digital marketing agency which have the aim to increase conversion through organic search traffic and get more reach through social media.

Also in this company I'd experience handling multiple projects at one time like:-

- LOOKS SALON
- DR. Rinki Tondon(pediatrician)
- Kundli Alliance
- Identity Verification (Ragvim people)
- Jaddm HR Solutions
- Rasiblog

Technology:- SEO, HTML, SMO, SMM, Google Search Console, Google Analytics

Roles and Responsibilities:-

- Handle social media like Facebook, Instagram, LinkedIn & Youtube for many projects
- Lead Generation with the help of social media like Facebook and LinkedIn.
- Make infographics and social media posts with the help of CANVA PRO.
- Planning creates and shares valuable content blogs of the website to grow their readership and grow reach and get more traffic.
- Link building for every individual page of a particular website.
- Optimization of an individual web page in order to rank higher.

Contact

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Educational Background



Diploma in Digital Marketing

Dizi Global Solution

Year of Completion: 2019



Bachelor of Commerce :

Shibli National College, Azamgarh

Year of Graduation: 2023



Office Management Course Certification

In year 2020