

# Mohammad Kashif

## Summary

Qualified SEO professional with solid experience in developing SEO campaigns, analytics, SE rankings monitoring, keywords research, site auditing methods, social media optimization and link building. A clear communicator with a background in account management and marketing, I have a passion for optimizing websites to achieve business goals and a talent for improving organic SE rankings with my creative approach and through research and analytics.

## Experience

### Search Engine Market - April 2020 to Present

#### SEO Specialist at ARPATECH, Karachi

- Working on ventures.
- Manage On-page and off-page technical issues for cyber security website.

### Search Engine Market - April 2018 to March 2020

#### Senior SEO Executive (Team Lead) at SALSOFT Technologies, Karachi

- Working on clients' websites and managing on-page and off-page strategies.
- Managing a team of SEO juniors; created, amended, and monitored SEO campaigns.

### Search Engine Market - January 2017 to April 2018

#### Senior SEO Executive at AXACT, Karachi

- Worked on Car Trading Portals.
- Managed Site Link Visibility accounts by successfully obtaining a variety of inbound links.
- Developed, delivered and analyzed SEO reports and link building reports.
- Created site analysis reports to show the strengths and weakness of sites.

### Search Engine Market - May 2016 – January 2017

#### SEO Executive at NEXUS COORPORATION, Karachi

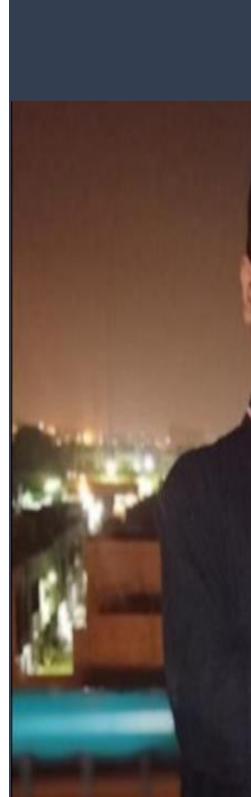
- Worked on research writing website.
- Managed a team of SEO juniors; created, amended, and monitored SEO campaigns.
- Managed all SEO for Research websites, including on-page optimization and off page strategies.
- Manage PPC campaign for Research websites.
- Manage Social Media for Research websites.

## Education

Bachelor of Science: Bio-Tech - 2020  
Cookery School (High School), Dublin

Masters in International Relations: 2019 - 2020 University of Karachi.

Graduation: Bachelors in Commerce from University of Karachi



## Contact

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## Highlights / Professional Skills:

- Search Engine Optimization
- Social Media Marketing
- Pay Per Click Advertising

