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ABOUT ME

My professional experience in SEO includes Site Analysis, On-Page Optimization, Off-Page Optimization, Link Building and Social Media Marketing for businesses and professionals. Strong written and verbal communications.

CAREER OBJECTIVE

To learn and serve in a professionally challenging environment in a manner that positively benefits the research's objectives and enhances my skills in the field of Digital Marketing, to increase and fill my region's needs for highly-trained specialists in marketing industry.

RESEARCH INTERESTS

- Social Media & Google Ads.
- Voice Search Queries.
- Structured Data Markup.
- Affiliate Marketing.
- Silo Structures.

SKILLS AND ABILITIES

Technical

- On-Page SEO
- Local SEO
- Competitor Analysis
- Keyword Research
- Off-Page SEO
- Multilingual SEO
- International SEO
- Ecommerce SEO

SEO Tools

- Ahref
- MOZ
- SEMrush
- Search Console
- Google Tag Manager
- Google Analytics
- Keyword Planner

Soft:

- Teamwork
- Time Management
- Content Creation
- Self-Motivated and Ambitious
- Communication Skills
- Leadership
- Critical Thinking
- Marketing & Advertising
- Committed to Excellence to Work.
- Enjoy working in challenging atmosphere.

ACADEMIC QUALIFICATION

- Bachelor of Engineering in **Computer Systems Engineering**.
University College of Engineering & Technology at Islamia University of Bahawalpur (Pakistan).
(CGPA: 3.23 / 4.00)

Professional Certifications

- Content Marketing (**HubSpot Academy**)
- International and Local SEO (**SEMrush**)
- Search Engine Optimization (**HubSpot Academy**)
- Link Building (**SEMrush**)
- Competitive Analysis and Keyword Research (**SEMrush**).

EXPERIENCE

SR. SEO ANALYST | OLADOC.COM | LAHORE, PAKISTAN (JAN 2022 - CURRENT)

- Manage Keyword Strategies.
- Internal Linking Structure.
- Analyzing and Identifying Gaps in website content.
- Optimizing Pages for Improved Search Results (Featured Snippet).
- Building Links, and Supervising Content Creation.
- Performance Reports (KPIs).

SEO EXECUTIVE | QUALITY RESOURCE PVT LTD | LAHORE, PAKISTAN (JULY 2020 – DEC 2021)

- Local SEO Audits.
- Local Targeted Keywords.
- Keyword Cannibalization.
- Schema Markups.
- Optimization for voice search.
- Optimization for (PAA) box Google SERP feature.
- Outreach Backlinks (Resource page, link insertion, Guestographic, Guest Posts).

SEO EXPRET | INTELLECTUAL WORKS | LAHORE, PAKISTAN (JUN 2019 – JULY 2020)

- SEO Audit of Websites
- Keyword Analysis
- Making Strategies for Off Page Optimization
- Authority and Natural link building.
- Boosting Keyword Ranking to improve visibility in SERP and boost brand loyalty.
- In-depth experience with website analytics and SEO tools.

SEO INTERNEE | QCR TECHNOLOGIES | LAHORE, PAKISTAN (SEP 2018 – MAY 2019)

- Conduct on-page and off-page analysis of websites.
- Coordinate with content specialists for the creation of SEO based content.
- Keyword Analysis and research

PROJECTS

- **Local SEO based websites.**
Working as SEO Executive for optimizing a website in order to increase traffic, leads and brand awareness from local search. Common tasks associated with local SEO include finding local keywords, optimizing a business's Google My Business profile, and building.
 - Optimize for Voice Search.
 - Use Location Pages or a Location-Specific Page.

- Generate “People Also Ask” Question-based on-page blogs.
- Outreach Backlinks (resource page, Link insertion)
 1. <https://milehihvac.com/>
 2. <https://mrkabtaxi.com/>
 3. <https://www.aceprorooof.com/>
 4. <https://www.entelluxuryhomes.com/>
- **Multilingual and International SEO.**
 Worked as SEO Expert for optimizing a website in order to increase traffic, leads and brand awareness in different countries and different languages. Common tasks associated with Multilingual SEO include “hreflang” and “AMP” on-page issues.
 - Optimize for International SEO.
 - Optimize for Multilingual SEO.
 - Guest Posting.
 1. <https://www.deskflex.com/>
- **Self-Assigned Projects.**
 Working on personal projects to test different SEO strategies.
 - Wordpress Development.
 - Increase websites DA 50+.
 - Explore diff SEO Strategies.
 1. <https://www.reforbes.com/>
 2. <https://afastcompany.com/>
 3. <https://www.thebestgossip.com/>

HOBBIES AND ACTIVITIES

- Football.
- Photography.
- Learn about Modern days inventions.

LANGUAGES

- English (Professional Working Proficiency).
- Urdu (Native)