

Asim Bashir

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Objective:

My objective is to obtain a position in a professional office environment where my skills are valued and can benefit the organization. Ideally, I wish to focus on SEO for a growing organization where my resource full experience and academic skills will add value to the organizational operation.

SEO Profile:

SEO professional with solid experience in developing SEO Strategy, analytics, SE rankings monitoring, keyword research, and site auditing methods, social media optimization, and link building. I have a passion for optimizing websites to achieve business goals and a talent for improving organic SE rankings with my creative approach and thorough research and analysis.

Working Responsibilities:

Currently working as Senior SEO Team Lead at Foxtek Systems Pvt. Ltd. (Feb 2023-Continued)

- As a Team Lead, I will be responsible for developing and executing SEO strategies that align with the company's business goals. In this process I will be expected to conduct keyword research, analyze website traffic and metrics, and make recommendations to improve the website's visibility and search engine rankings.
- In this process I will be responsible for leading and managing a team of SEO specialists, providing guidance, training to ensure that they deliver high-quality work.
- As a Lead I will be responsible for conducting technical SEO audits to identify any issues that may be affecting the website's search engine rankings. This will include analyzing the website's structure, performance, and content, and making recommendations to optimize it for search engines.
- As a Team Lead, I will be responsible for optimizing website content to improve its relevance and search engine rankings. This will include conducting keyword research, creating optimized content, and ensuring that it is structured in a way that is easy for search engines to understand.
- Responsible for monitoring website analytics to track the website's performance, identify trends and opportunities, and make data-driven decisions to improve its visibility and search engine rankings.
- Collaborate with cross-functional teams, such as content, social media, and web development, to ensure that all aspects of the website are optimized for search engines.

Working Responsibilities:

2.8 Year Experienced as SEO Team Lead at Epazz (Aug 2020- Feb 2023)

- Website Audit to find errors and areas of improvement.
- Coordinate with the Dev team to fix the Technical Issue of the Website.
- Coordinate with the social media team and suggest the Content structure they used on Different Social media platforms.
- Track the Teamwork and suggest the changing in which we improve Ranking in SE.
- Think and execute strategy for organic traffic.
- Outreach to the Website owner to boost the ranking and traffic of the website.
- Keyword Research for new projects and communicate with writers on how to write User-Friendly content.

Projects:

- Zenadrone.com
- epazz.com

1.2 Year Experience as SEO executive at Deals & Deals (Feb 2019 - March 2020)

- Design editorial content strategy; curate and segmented editorial content to increase engagement and Channel growth; collaborated across teams to identify content
- Develop and execute social media, editorial calendar, and SEO strategy for Better Choice
- Direct a successful SEO and Link Building Campaign to increase the website's credibility and drive traffic. Generate marketing-qualified leads.
- Direct a successful Search Engine Marketing Campaign that utilizes solid linking, technical, and keyword research tactics.

Projects:

<https://dealanddeals.pk/>

11 Month Experience as SEO Executive at Dynamic Clinic (March 2018 - Jan 2019)

- Strategize, execute, and monitor SEO campaigns for success to increase relevant traffic
- Build systems and best practices to ensure that all content is optimal for SEO
- Conduct ongoing keyword research to inform content strategy and optimize existing content
- Perform strategic link-building activities, with a focus on link quality
- Perform recurring SEO measurements to track crawl stats, errors, rankings, etc.
- Create recurring reports to find opportunities & track the success of ongoing SEO efforts

Projects:

<https://www.dynamicclinic.com/>

Education:

Arid University RWP

Bachelor in Computer Science (2019)

Certifications:

Semrush Certified Keyword Research

Semrush Certified Link building

Technical SEO certified by Blue Array

Reference:

References can be provided on demand.