

# Syeda Khadija Ahmad



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## PROFILE

Self-starting SEO specialist with 2 years at a digital marketing agency. Skilled at optimization, keyword research and project management. Seeking for a position in your organization to show up my skills.

## SKILLS

- On/Off-Page SEO
- Google Search Console
- Google Analytics
- Keyword Research
- Competitor Analysis
- Keyword Optimization
- Content Creation
- Traffic Optimization
- Infographic Link Building
- Broken Link Building
- Guest Posting
- CMS (e.g Wordpress, Laravel) Basic HTML & CSS
- Technical SEO

## EXPERIENCE

### SEO EXECUTIVE:

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2021 - Present

- Implement company SEO plans & create roadmap for accomplishment.
- Optimize keyword use and effectiveness.
- Troubleshoot poor ranking and develop improvement strategies.
- Utilize keyword research tools to track progress & forecast.
- Monitor effectiveness of SEO and marketing programs in terms of traffic.
- Prepare comprehensive strategy updates, reports & forecast.
- Monitored scheduled and unscheduled algorithm changes to the major search engine.
- Create comprehensive metrics and generated web traffic reports.
- Stay up to date on evolving SEO trends, practice & guidelines.

## EDUCATION

### BSCS

Government College Women University FSD.