



Mirza Usman

SEO Manager at Zoom Digital Dubai

Experienced SEO expert with a proven track record in the USA, UK, and UAE markets. Skilled in comprehensive audits, keyword research, on-page optimisation, link building, and content marketing. 7 years of experience driving online visibility and results for businesses.

Strengths & Skills

- ✓ Blogger Outreach
- ✓ Search Engine Optimization
- ✓ Technical SEO
- ✓ Link building
- ✓ On-page SEO
- ✓ Off-page SEO
- ✓ Local SEO
- ✓ Content Writing
- ✓ Social Media Marketing
- ✓ PPC - SEM Paid Marketing

Experience 7 years

Zoom Digital Dubai SEO Manager	2.5 years	Dec 2020 - Present
Konext Co. SEO Executive	2.4 years	Jun 2018 - Nov 2020
MoshiSoft Ltd SEO Intern & Executive	3.3 years	Jan 2015 - May 2018

Projects

Aesthetics | Cosmetic Clinic | UAE
<https://aesthetics.ae/>

Davidson & Co | Law Firm | UAE
<https://davidsoncolaw.com>

The Nova Clinic | Cosmetic Clinic | UAE
<https://thenovyclinic.com>

Art Dubai | Arts Museum | UAE
<https://www.artdubai.ae>

Labbaik Hajj Umrah | Travel Agency | UK
<https://www.labbaikhajjumrah.co.uk>

Exotic Cars | Automotive | UAE
<https://exoticcars.ae>

Off-Plan Dubai | Real Estate | UAE
<https://www.offplan-dubai.com>

Auto Pro | Automotive | UAE
<https://www.autopro.ae>

Provident Estate | Real Estate | UAE
<https://www.providentestate.com>

Aventura Parks | Leisure & Holidays | UAE
<https://www.aventuraparks.com>

Zoom Property | Real Estate | UAE
<https://www.zoomproperty.com>

Contact Info

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House # 222 Yaseen Street, Ahata Molchand, Ichraa Lahore Lahore, Pakistan

Academics

DHMS Homeopathic | 2014 | 74%
AHCH, Lahore

Matric | 2010 | 71%
BISE, Lahore

Certifications

Advanced Google Analytics

https://analytics.google.com/analytics/academy/certificate/wBq_vX49RZq6V7T9i8iMww
Google Digital Academy
December 2022 - April 2024

Fundamentals of Digital Marketing

<https://learndigital.withgoogle.com/digitalgarage/validate-certificate-code>
Google Digital Garage
Starting December 2022

Industries

- Digital Marketing

Functional Areas

- Search Engine Optimization (SEO)

Languages

- English - Native
- Urdu - Native
- Punjabi - Native

Hobbies

- Snooker
- Badminton
- Table Tennis
- Cricket

Work History

Zoom Digital Dubai

Dec 2020 - Present (2.5 years)

SEO Manager

Lahore, Pakistan

- Manages all SEO efforts, including technical SEO finds and fixes, on-page SEO optimization, content strategy, high-quality backlinks, and keyword strategy to boost Google organic ranks.

Skills: Backlinks · Technical seo · Onsite SEO · Content Optimization · Search Engine Optimization (SEO) · SEO Copywriting · Content Marketing · WordPress · Keyword Research · Link Building · SEO Audits

Konext Co.

Jun 2018 - Nov 2020 (2.4 years)

SEO Executive

Lahore, Pakistan

- Guest post links from industry bloggers, authors, and community administrators.
- Compare link-building methods and remove bad backlinks.
- Competitive link-building analysis using SEO tools (Majestic SEO, OSE, Rank data, Moz, Screaming Frog) or other backlink research tools to develop a strategy.

Skills: Backlinks · Manual Outreach · Blogging · Influencer Marketing · Search Engine Optimization (SEO) · Content Marketing · Keyword Research · Link Building

MoshiSoft Ltd

Jan 2015 - May 2018 (3.3 years)

SEO Intern & Executive

Lahore, Pakistan

- Learning basic SEO strategies (keyword research, link acquisition, and on-site optimization).
- Understanding Google Analytics, Google Webmaster Tools & Bing Webmaster Tools.
- Identifying and resolving crawl errors and fixing dead links.
- Improving metadata across older articles and services.
- Various design tasks.
- Assist in the daily tasks across our social accounts (namely YouTube, Facebook, and Twitter).
- Competitive analysis of other popular brands in the industry.

Skills: Backlinks · Search Engine Optimization (SEO) · Keyword Research · Link Building

Projects

Aesthetics | Cosmetic Clinic | UAE

<https://aesthetics.ae/>

Keywords: 302 | Traffic: 2K | Traffic Cost: \$2.4K - Data by SEMRush

Most Preforming Keywords:

- hydrafacial dubai
- skinceuticals dubai
- prophilo dubai
- pico laser dubai

Davidson & Co | Law Firm | UAE

<https://davidsoncolaw.com>

Keywords: 383 | Traffic: 1K | Traffic Cost: \$2.9K - Data by SEMRush

Most Preforming Keywords:

- article 121 uae labour law
- real estate lawyer dubai
- labour lawyers in dubai
- employment lawyers in dubai

The Nova Clinic | Cosmetic Clinic | UAE

<https://thenovaclinic.com>

Keywords: 556 | Traffic: 5K | Traffic Cost: \$6.5K - Data by SEMRush

Most Preforming Keywords:

- hydrafacial dubai
- lip fillers dubai
- laser hair removal dubai
- profhilo dubai
- breast augmentation dubai

Art Dubai | Arts Museum | UAE

<https://www.artdubai.ae>

Keywords: 1.1K | Traffic: 6.6K | Traffic Cost: \$5.5K - Data by SEMRush

Most Preforming Keywords:

- art dubai
- art exhibition dubai
- digital art dubai
- dubai art fair

Labbaik Hajj Umrah | Travel Agency | UK

<https://www.labbaikhajjumrah.co.uk>

Keywords: 741 | Traffic: 2.5K | Traffic Cost: \$1.1K - Data by SEMRush

Most Preforming Keywords:

- umrah packages
- umrah packages 2023 london
- umrah packages 2023
- umrah packages 2023 birmingham
- umrah packages london

Exotic Cars | Automotive | UAE

<https://exoticcars.ae>

Keywords: 759 | Traffic: 1.9K | Traffic Cost: \$1.4K - Data by SEMRush

Most Preforming Keywords:

- exotic cars in uae
- luxury cars for sale in dubai
- buy exotic cars from dubai
- luxury cars dubai
- used supercars dubai

Off-Plan Dubai | Real Estate | UAE

<https://www.offplan-dubai.com>

Keywords: 2.9K | Traffic: 8.4K | Traffic Cost: \$14.3K - Data by SEMRush |

Most Preforming Keywords:

- off plan dubai
- off plan property
- off plan properties dubai
- off plan projects in dubai
- business bay
- jumeirah village circle

Auto Pro | Automotive | UAE

<https://www.autopro.ae>

Keywords: 1.5K | Traffic: 34.8K | Traffic Cost: \$51.1K - Data by SEMRush

Most Preforming Keywords:

- car wash
- car wash near me

- car wash dubai
- tyre shop near me
- oil change
- oil change near me

Provident Estate | Real Estate | UAE

<https://www.providentestate.com>

Keywords: 7.5K | Traffic: 46.4K | Traffic Cost: \$21.3K - Data by SEMRush

Most Preforming Keywords:

- jumeirah park
- arenco tower
- akoya oxygen
- port saeed
- bay square

Aventura Parks | Leisure & Holidays | UAE

<https://www.aventuraparks.com>

Keywords: 454 | Traffic: 20.5K | Traffic Cost: \$5.6K - Data by SEMRush

Most Preforming Keywords:

- adventure park dubai
- adventure park
- summer camp

Zoom Property | Real Estate | UAE

<https://www.zoomproperty.com>

Keywords: 7.9K | Traffic: 7.1K | Traffic Cost: \$6.5K - Data by SEMRush

Most Preforming Keywords:

- mushrif park
- شقق للايجار في ابوظبي
- شركة نقل اثاث ابوظبي
- trakheesi
- apartments for rent in dubai