

# Shakeel Ahmed

## Digital Marketing - SEO Manager - Website Developer

Lahore

[ahmed.rana334@gmail.com](mailto:ahmed.rana334@gmail.com)

+92 334 4496105

Self-starting SEO specialist with 5+ years of experience. Skilled at optimization, keyword research, project management, and content marketing funnel analysis.

Willing to relocate: Anywhere

## Work Experience

---

### SEO Manager

Digital Billing Services - Lahore

February 2022 to Present

- Content Team Management
- SEO Team Management
- Social Media Marketing Management
- Google Ads Management
- Analyzing brand positioning and consumer insights
- SEO Management
- Create and launch campaigns
- Prepare detailed strategy reports
- Review and analyze client sites for areas needing improvement
- Develop and integrate content marketing strategies

### SEO Expert

Basecamp Data Solutions - Lahore

July 2021 to February 2022

- Team Management
- Audit, Review and Analyze client sites for areas needing improvement for SEO
- Develop and integrate content marketing strategies
- Search engine optimization (ON Page/Off-page)
- Competitor analysis reporting.
- Identifying powerful keywords to drive the most valuable traffic.
- On-page blog content Management & Suggestions.
- Social media content planning.
- Driving targeted traffic and generating sales conversions.
- Business listing, Articles Submission
- Affective Backlinks techniques
- Website content management according to Google quality guidelines.
- Able to participate in related groups and forums and answer related questions Produce a monthly
- Analytics and Webmasters.

## **SEO Team lead**

Bindia - Lahore

October 2020 to June 2021

1. Off-page, content and link profile analysis
2. On-page/technical SEO analysis
3. Website Audit
4. Keyword Research, Analysis, Strategy and Implementation
5. Analyzing keywords and SEO techniques used by competitors
6. Onsite changes Recommendations for leads generation
7. Manage and execute online link building strategy plus advanced link building strategies
8. In-depth analysis of potential inbound links to meet quality standards
9. Guest-posts on related blogs
10. Competitor analysis - keep track and decode their link building strategies
11. Identifying and removing any potentially harmful backlinks that could negatively affect website's ranking

## **SEO Analyst**

QRG WORLD - Lahore

April 2019 to September 2020

## **Custom Wordpress Theme Developer & SEO Expert**

Tornado LLC UAE - Lahore

July 2017 to December 2019

## Education

---

### **Master's in Computer Science**

University of Gujrat - Gujrat

April 2014 to March 2017

### **Bachelor's in Information Technology**

University of Central Punjab - Lahore

April 2012 to August 2014

## Skills

---

- SEO (5 years)
- On page SEO (5 years)
- Off Page SEO (5 years)
- Search Engine Optimization (5 years)
- Email Marketing (2 years)
- PPC (3 years)
- SEM (3 years)
- Social Media Marketing (3 years)
- Social Media Management

- Wordpress
- Shopify
- HTML
- CSS
- Javascript

## Languages

---

- English - Fluent

## Links

---

<https://www.linkedin.com/in/shakeel-ahmed-55b5b2119/>