



USMAN LATIF

SEO Specialist



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Education

- BSc (Honors) Computer Science
UET Lahore

Skills

- Search Engine Optimization
- Keyword Research
- On-page/Off-page/Technical SEO
- Google analytics
- Webmaster Tool
- Competitor Gap Analysis
- SEO Reporting
- Search Engine Marketing
- Social Media Management
- Social Media Marketing
- WordPress Website Development
- HTML
- CSS
- JavaScript
- PHP
- Microsoft Office

Work Experience

SEO Specialist

Vaival Technologies
June 2022 - Present

Vaival Technologies is CMMI verified leading software company that leverages ongoing technical advancement and helped many businesses to enhance their services via custom software development, design innovation, and consultancy.

SEO/SEM Expert

Seven Koncepts Pvt. Ltd.
March 2021 - June 2022

Globally recognized digital marketing agency, providing effective digital and creative solutions to increase the ROI and brand awareness.

SEO Team Lead

Jaspal IT Center
December 2019 - February 2021

Development and marketing company running their own cluster of websites to generate revenue.

WordPress Developer

Jaspal IT Center
December 2019 - February 2021

Development and marketing company running their own cluster of websites to generate revenue.

Personality Skills

- Leadership
- Problem Solving
- Time Management

Certificates

- Digital Marketing Certified
Hub Spot Academy
- Digital Marketing
Digi Skills Govt. of Pakistan
- SEO Certified
Hub Spot Academy
- Search Engine Optimization
Digi Skills Govt. of Pakistan
- Search Engine Optimization
Udemy Online Course
- WordPress
Digi Skills Govt. of Pakistan
- WordPress
Coursera Online Course
- Freelancing
Digi Skills Govt. of Pakistan
- Project Management
Udemy Online Course

Interest

- Challenging Job
- Playing Chess

Reference

- References will be provided on request

Academic Experience

Career Prep Fellowship

Amal Academy
December 2020 - February 2021

Education start up funded by Stanford University that teaches professional skills including communication, MS office, personality development etc. to youth.

Head Social Media Affairs

Saviors Of Mankind
September 2019 - Present

A non-government and non-profitable organization working for welfare of humanity and betterment of society irrespective religion.

Responsibility

- Audit: Reviewing and analyzing websites for areas that can be improved and optimized.
- Develop search engine optimization strategies that increase the search engine results rankings.
- Identifying powerful keywords to drive the most valuable traffic.
- Research SEO keywords to use throughout the website and marketing materials.
- Constantly check search terms, rankings, and analytics to monitor the performance of websites and make recommendations for improvement.
- Updated with the algorithms set by the search engines to keep up to date with changes.
- Analyzing keywords and SEO techniques used by competitors.
- Developing link-building strategies.
- Preparing detailed strategy reports.
- Plan and Execute SEM strategies.
- Optimize the running SEM campaigns.
- Measures and prepared performance reports of SEM campaigns.
- Prepare SEM/SEO monthly reports of websites.