

# UMER ASHFAQ



## SEO SPECIALIST

### Summary

A proactive Product Marketing Manager with extensive experience in SEO and integrated marketing, as demonstrated over Three years in similar roles. Passionate about driving brand awareness and product performance through new ideas and innovative strategies. building and implementing SEO strategies for small to medium-sized e-commerce, News, and Services niche sites.

### Experience

#### SEO Specialist

Sourec Kode Solution | 2022-2023

SEO EXPERT | Strategist, Leading Team creating off-page, On-page, and Technical SEO strategies for In-house E-commerce Websites projects.

- Planned, developed, and implemented an SEO strategy and enhanced Sale figures from £4k to £400k and traffic from 6k to 160k monthly.
- Interaction daily with C-suite executives, small business owners, and advertising agencies.

#### SEO Executive

The Seo Team | 2021

- Analyzed competitor websites in order to integrate best practices and create marketing strategies to ensure the best results
- Increasing the search engine result page from number 12 to number 1 in organic search results

### Contact

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### Education

AIOU 2021

2021., Lahore

BsCS: Bachelor of Science in Computer Science

### Skills

SEO on-page, off-page, Tech

Project Strategist

Competitor analysis

Site Audit

E-commerce SEO

Corporate communications