Atif Jalal

Date of birth: 15/04/1995 | **Nationality:** Pakistani | **Gender:** Male |

Phone number: (+92) 3328288009 (Mobile) | **Email address:**

atifjalal2@gmail.com | **LinkedIn:**

https://www.linkedin.com/in/atif-jalal-a9a9a8118/ |

Address: 113-A, khayaban-e-sarwar, 32200, Dera Ghazi Khan, Pakistan (Home)

About me:
As a skilled SEO specialist with a passion for data analysis and collaboration, I bring over five years of experience in keyword research, on-page optimization, link building, and technical SEO to the table. My proficiency in tools such as **Google Analytics**, **SEMrush**, and **Ahrefs** has allowed me to monitor and report on website performance, while my expertise in **Google Ads** and **social media marketing** has enabled me to drive targeted traffic and conversions. I have a strong track record of developing and executing successful **content marketing** and **local SEO** strategies, collaborating with cross-functional teams to achieve shared goals. With excellent **communication skills** and a commitment to staying up-to-date on the latest SEO techniques and best practices, I am confident in my ability to deliver results and drive business success.

● WORK EXPERIENCE

26/11/2022 – CURRENT Dallas, Texas, United States
SEARCH ENGINE OPTIMISATION SPECIALIST MOVING RESERVATIONS

Develop, write, modify, integrate, and test Web site related code and Web application interfaces.
Conduct tests and analyze data to monitor quality, security, and user interface experiences and to identify areas for improvement.
Develop and implement procedures for ongoing web site revision.
Monitor and maintain Web site functionality.
may participate in website architecture and design in collaboration with designers or clients.
may research and evaluate a variety of interactive media software products.

28/11/2021 – 13/11/2022 Sydney, Australia
SEARCH ENGINE OPTIMIZATION MANAGER THE ARDOR

Develop and execute SEO strategies to increase organic traffic and search engine rankings.
Conduct keyword research to identify high volume, low competition keywords, and phrases to target.
Optimize website content, meta descriptions, and title tags for targeted keywords.
Monitor and analyze website traffic and search engine rankings using tools such as Google Analytics and Google Search Console.
Develop and execute content marketing strategies to increase website authority and drive traffic.
Report on key SEO metrics and provide recommendations for ongoing optimization efforts.

03/04/2017 – 15/08/2021 Lahore, Pakistan
SEARCH ENGINE OPTIMIZATION EXECUTIVE JOBSAGGORA

EDUCATION AND TRAINING

28/02/2013 – 11/03/2017 Abbottabad, Pakistan
BACHELOR'S IN COMPUTER SCIENCE Comsats Institute of Information Technology, Islamabad

Activities and societies: soft society, ushers Activities, and societies: Soft Society, Ushers
Major in subjects.
> Advanced Object Oriented Programming, Modern Programming Languages, Database, Software Project management, Compiler Constructions, Web Development & Designing, Assembly Language, Automata Theory.

Address University Road, Abbottabad, Pakistan | **Website** https://www.comsats.edu.pk/ |

Field of study Computer Science

03/07/2010 – 04/06/2012 Dera Ghazi Khan, Pakistan
INTERMEDIATE (F.SC) Punjab Group of Colleges, Dera Ghazi Khan

In my college life, I met many enthusiastic friends who were not only good at studying but also involved in extracurricular activities like sports, etc. College life made me want to pursue my education further at university.

Notable Modules: Applied Mathematics, Physics, Chemistry

Address Main Multan Road, Dera Ghazi Khan, Pakistan | **Website** https://pgc.edu/ |

Field of study Natural sciences, mathematics and statistics

08/05/2008 – 08/06/2010 Dera Ghazi Khan, Pakistan
MATRICULATION Garrison Public School & Colleges

Notable Modules: Physics, Chemistry, Mathematics, Biology

Address Khayaban-e-Sarwar, Dera Ghazi Khan, Pakistan |

Field of study Natural sciences, mathematics and statistics

LANGUAGE SKILLS

Mother tongue(s): **URDU**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	C1	C1	B1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Keyword reasearch | On-Page Optimization | Off-Page SEO | Technical SEO | Google: (Google Business, Google ADS, Google Analytics) | Content Marketing | Social media marketting | Mobile Optimization | Data Science | Data Collection, Data Processing, Data Analysis, Data Visualization | CMS reporting | On-Page SEO | Facebook Ads | Wordpress, SEO, Analytics