

# ALI RAZA

## Senior SEO Analyst



### CONTACT:

**Address:** DHA, Lahore  
**Mobile No:** +92 301 6209309  
**Email:** [ali.rz.malik@gmail.com](mailto:ali.rz.malik@gmail.com)  
**Skype:** ali.raza5916

Being a Senior SEO Analyst, my objective is to be recognized as an exceptional problem-solver with complete SEO skills through and the ability to think “outside the square” and to play role as an active team player in challenging and learning

### SUMMARY PROFILE:

I am a strategic and results driven SEO Analyst with **4 years of experience** and a history of planning and driving innovative marketing initiatives that directly impact the growth of the businesses. I have a proven track record in SEO and implementing customer and influencer insights into successful SEO campaigns. I am seeking a role where I can share my SEO skills, strong analytical skills, project management experience and passion for growing the client’s business.

### EDUCATION:

Bachelor in Software Engineering  
University of Gujrat

Oct, 2016 - Oct, 2020

### EMPLOYEMENT HISTORY:

MailMunch  
Senior SEO Analyst

Jan, 2022 - Present

#### JD:

- Strategizing & Planning
- Content Marketing
- Audit
- Deep Analysis
- On-Page Optimization
- Off-Page Optimization

**Apex Web & Digital Agency**  
**SEO Specialist**

Mar, 2021 - Dec, 2022

**JD:**

On-Page Optimization  
Off-Page Optimization  
Technical SEO

**ESOLS**

Jan, 2020 - Feb 2021

**SEO Executive**

**JD:**

On-Page Optimization  
Off-Page Optimization  
Technical SEO

**Skills**

- ON-Page SEO
- OFF-Page SEO
- Technical SEO
- Local SEO
- Content Marketing
- Deep website tracking

**Tools**

- Google Tag Manager
- Google Analytics
- Google Search Console
- Pitchbox
- Ahrefs
- Hotjar

**Additional Skills**

- Social Media Marketing
- Social Media Management
- Google Ads
- Application Search Optimization
- Android Development
- Blogging
- Desktop Application Development
- Designing