



# Mirza Usman

SEO Manager at Zoom Digital Dubai

Experienced SEO expert with a proven track record in the USA, UK, and UAE markets. Skilled in comprehensive audits, keyword research, on-page optimisation, link building, and content marketing. 7 years of experience driving online visibility and results for businesses.

## Strengths & Skills

- ✓ Blogger Outreach
- ✓ Search Engine Optimization
- ✓ Technical SEO
- ✓ Link building
- ✓ On-page SEO
- ✓ Off-page SEO
- ✓ Local SEO
- ✓ Content Writing
- ✓ Social Media Marketing
- ✓ PPC - SEM Paid Marketing

## Experience 7 years

<b>Zoom Digital Dubai</b> SEO Manager	<b>2.5 years</b>	<b>Dec 2020 - Present</b>
<b>Konext Co.</b> SEO Executive	<b>2.4 years</b>	<b>Jun 2018 - Nov 2020</b>
<b>MoshiSoft Ltd</b> SEO Internee & Executive	<b>3.3 years</b>	<b>Jan 2015 - May 2018</b>

## Projects

**Aesthetics | Cosmetic Clinic | UAE**  
<https://aesthetics.ae/>

**Davidson & Co | Law Firm | UAE**  
<https://davidsoncolaw.com>

**The Nova Clinic | Cosmetic Clinic | UAE**  
<https://thenovaclinic.com>

**Art Dubai | Arts Museum | UAE**  
<https://www.artdubai.ae>

**Labbaik Hajj Umrah | Travel Agency | UK**  
<https://www.labbaikhajjumrah.co.uk>

**Exotic Cars | Automotive | UAE**  
<https://exoticcars.ae>

**Off-Plan Dubai | Real Estate | UAE**  
<https://www.offplan-dubai.com>

**Auto Pro | Automotive | UAE**  
<https://www.autopro.ae>

**Provident Estate | Real Estate | UAE**  
<https://www.providentestate.com>

**Aventura Parks | Leisure & Holidays | UAE**  
<https://www.aventuraparks.com>

**Zoom Property | Real Estate | UAE**  
<https://www.zoomproperty.com>

## Contact Info

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Molchand, Ichraa  
Lahore  
Lahore, Pakistan

## Academics

**DHMS Homeopathic** | 2014 | 74%  
AHCH, Lahore

**Matric** | 2010 | 71%  
BISE, Lahore

## Certifications

**Advanced Google Analytics**  
[https://analytics.google.com/analytics/academy/certificate/wBq\\_vX49RZq6V7T9i8iMww](https://analytics.google.com/analytics/academy/certificate/wBq_vX49RZq6V7T9i8iMww)

Google Digital Academy  
December 2022 - April 2024

**Fundamentals of Digital Marketing**  
<https://learndigital.withgoogle.com/digitalgarage/validate-certificate-code>

Google Digital Garage  
Starting December 2022

## Industries

- Digital Marketing

## Functional Areas

- Search Engine Optimization (SEO)

## Languages

- English - Native
- Urdu - Native
- Punjabi - Native

## Hobbies

- Snooker
- Badminton
- Table Tennis
- Cricket

## Work History

### Zoom Digital Dubai

Dec 2020 - Present (2.5 years)

#### SEO Manager

Lahore, Pakistan

- Manages all SEO efforts, including technical SEO finds and fixes, on-page SEO optimization, content strategy, high-quality backlinks, and keyword strategy to boost Google organic ranks.

**Skills:** Backlinks · Technical seo · Onsite SEO · Content Optimization · Search Engine Optimization (SEO) · SEO Copywriting · Content Marketing · WordPress · Keyword Research · Link Building · SEO Audits

### Konext Co.

Jun 2018 - Nov 2020 (2.4 years)

#### SEO Executive

Lahore, Pakistan

- Guest post links from industry bloggers, authors, and community administrators.
- Compare link-building methods and remove bad backlinks.
- Competitive link-building analysis using SEO tools (Majestic SEO, OSE, Rank data, Moz, Screaming Frog) or other backlink research tools to develop a strategy.

**Skills:** Backlinks · Manual Outreach · Blogging · Influencer Marketing · Search Engine Optimization (SEO) · Content Marketing · Keyword Research · Link Building

### MoshiSoft Ltd

Jan 2015 - May 2018 (3.3 years)

#### SEO Internee & Executive

Lahore, Pakistan

- Learning basic SEO strategies (keyword research, link acquisition, and on-site optimization).
- Understanding Google Analytics, Google Webmaster Tools & Bing Webmaster Tools.
- Identifying and resolving crawl errors and fixing dead links.
- Improving metadata across older articles and services.
- Various design tasks.
- Assist in the daily tasks across our social accounts (namely YouTube, Facebook, and Twitter).
- Competitive analysis of other popular brands in the industry.

**Skills:** Backlinks · Search Engine Optimization (SEO) · Keyword Research · Link Building

## Projects

### Aesthetics | Cosmetic Clinic | UAE

<https://aesthetics.ae/>

Keywords: 302 | Traffic: 2K | Traffic Cost: \$2.4K - Data by SEMRush

Most Performing Keywords:

- hydrafacial dubai
- skinceuticals dubai
- profhilo dubai
- pico laser dubai

### Davidson & Co | Law Firm | UAE

<https://davidsoncolaw.com>

Keywords: 383 | Traffic: 1K | Traffic Cost: \$2.9K - Data by SEMRush

Most Performing Keywords:

- article 121 uae labour law
- real estate lawyer dubai
- labour lawyers in dubai
- employment lawyers in dubai

### The Nova Clinic | Cosmetic Clinic | UAE

<https://thenovaclinic.com>

Keywords: 556 | Traffic: 5K | Traffic Cost: \$6.5K - Data by SEMRush

Most Preforming Keywords:

- hydrafacial dubai
- lip fillers dubai
- laser hair removal dubai
- profhilo dubai
- breast augmentation dubai

#### **Art Dubai | Arts Museum | UAE**

<https://www.artdubai.ae>

Keywords: 1.1K | Traffic: 6.6K | Traffic Cost: \$5.5K - Data by SEMRush

Most Preforming Keywords:

- art dubai
- art exhibition dubai
- digital art dubai
- dubai art fair

#### **Labbaik Hajj Umrah | Travel Agency | UK**

<https://www.labbaikhajjumrah.co.uk>

Keywords: 741 | Traffic: 2.5K | Traffic Cost: \$1.1K - Data by SEMRush

Most Preforming Keywords:

- umrah packages
- umrah packages 2023 london
- umrah packages 2023
- umrah packages 2023 birmingham
- umrah packages london

#### **Exotic Cars | Automotive | UAE**

<https://exoticcars.ae>

Keywords: 759 | Traffic: 1.9K | Traffic Cost: \$1.4K - Data by SEMRush

Most Preforming Keywords:

- exotic cars in uae
- luxury cars for sale in dubai
- buy exotic cars from dubai
- luxury cars dubai
- used supercars dubai

#### **Off-Plan Dubai | Real Estate | UAE**

<https://www.offplan-dubai.com>

Keywords: 2.9K | Traffic: 8.4K | Traffic Cost: \$14.3K - Data by SEMRush |

Most Preforming Keywords:

- off plan dubai
- off plan property
- off plan properties dubai
- off plan projects in dubai
- business bay
- jumeirah village circle

#### **Auto Pro | Automotive | UAE**

<https://www.autopro.ae>

Keywords: 1.5K | Traffic: 34.8K | Traffic Cost: \$51.1K - Data by SEMRush

Most Preforming Keywords:

- car wash
- car wash near me

- car wash dubai
- tyre shop near me
- oil change
- oil change near me

#### Provident Estate | Real Estate | UAE

<https://www.providentestate.com>

Keywords: 7.5K | Traffic: 46.4K | Traffic Cost: \$21.3K - Data by SEMRush

Most Preforming Keywords:

- jumeirah park
- arenc tower
- akoya oxygen
- port saeed
- bay square

#### Aventura Parks | Leisure & Holidays | UAE

<https://www.aventuraparks.com>

Keywords: 454 | Traffic: 20.5K | Traffic Cost: \$5.6K - Data by SEMRush

Most Preforming Keywords:

- adventure park dubai
- adventure park
- summer camp

#### Zoom Property | Real Estate | UAE

<https://www.zoomproperty.com>

Keywords: 7.9K | Traffic: 7.1K | Traffic Cost: \$6.5K - Data by SEMRush

Most Preforming Keywords:

- mushrif park
- شقق للايجار في ابوظبي
- شركة نقل اثاث ابوظبي
- trakheesi
- apartments for rent in dubai