



## **Umer Sikandar**

S/O – Sikandar Mehmood

1/07/1998

Address	Voice	E-Mail
<b>Present:</b> Naveena Industries Shahbazpur road, Rahim yar Khan	+92-334-7322437 +92-309-3559069	umersik98@gmail.com
<b>Permanent:</b> Park View Society H No. 377 Topaz block, Thokar Niaz Baig ,Lahore		

## **ACADEMIC QUALIFICATION:**

Qualification	Institution	Year
Bachelor Studies of <b>Information Technology.</b> (131) Credit Hours	Khwaja Fareed University of Engineering and Information Technology, Rahim Yar khan	2018-2022 (Completed)
Intermediate in Science (F. Sc pre Engg)	Punjab Group of Colleges, Rahim Yar khan	2015-2017

## **CORE COMPETENCIES:**

- Motivated Team Player with extraordinary capabilities to resolve complex issues.
- Follow Direction Well.
- Excellent communication skills: English, Urdu, and Punjabi.
- Can Prove to be a responsible and Diligent Employee.

## **Experience:**

**Title:** Search Engine Optimization ( Team Lead )

**Company:** Quality Resources PVT LTD

### **Working Experience**

1. SEO Expert, Optimization of Keywords on Google 1<sup>st</sup> page.
2. Schema Markup,
3. On Page & Off Page Analysis,
4. Force fully Indexing
5. Understanding of Google Algorithm to get ranking.
6. Domain Niche ( Handyman Services, Real Estate, Transportation, Health, Junk )
7. Hand grip on Google Search Console, Google Analytics and Page speed Optimization
8. Understanding of SiteMap and crawler crawling path
9. Robot.txt Understanding and modify according to domain crawler

**Tools:** Ahref Pro & Moz Pro

**Duration:** August, 2022 - Present

## **Internship:**

**Title:** Technology and Operations Executive

**Company:** Ufone

**Experience:** Working on the Configurations, Get the knowledge of IVR Backend, Call flow, and Get Knowledge of different BPOs CRMs.

(Certificate Attached)

## **Mini Project and Work Experience:**

During my Studies I develop and work on a few projects.

<p><b>Title:</b> Intern in UFONE as a Technology and Operations Executive. <b>Working:</b> Working on the Configurations, Get the knowledge of IVR Backend, Call flow, and Knowledge of different BPOs CRMs. (Certificate Attached)</p>	<p><b>Title: SEO &amp; Web Development</b> <b>Working Level:</b> Develop website from scratch, Create Business Enterprise, Commercial, SAAS and E- Commerce websites. Knowledge of Shopify framework also. Also Knowledge of DataBase Handling, Back End C- Panel, and End User. <b>SEO:</b> SiteMap Set to GSC, Target KW, Optimize to stand on 1<sup>st</sup> page, Force Indexing to Get Traffic. Spam Update Notice and Recovery. Google News Algorithm hack and approve. <b>Working period:</b> 5 years and Cont..</p>
<p><b>Title:</b> Restaurant/General store Management Software <b>Language:</b> Object Oriented Programming. <b>UI:</b> CMD <b>Operating systems used:</b> XP , Win 8 and Win 10</p>	<p>Working on <b>Microsoft SQL Server</b> For handling and creation of Database <b>Server:</b> KFUEIT</p>
<p><b>Title:</b> Develop Automated Complaint Portal for University <b>Working Level:</b> Working on the FrameWork of PHP ( Laravel ), My SQL, jQuery, CSS, and HTML. <b>Working Period:</b> 1 Year.</p>	<p><b>Title:</b> Online Management System ( Web <b>Domain:</b> Local Server (Xampp) <b>Language:</b> Front end: CSS, JAVA Backend: PHP This software can be used both Online/Offline</p>
<p><b>Title:</b> My ERP ( Enterprise Resources Plans ) <b>Company:</b> Naveena Industries PVT.LTD <b>Domain:</b> Naveena.net Sales Inventory, Items I/O, Staff Online/ Offline status</p>	

## **Skills**

- MS Office ( Word, PowerPoint, Excel ).....4 Years
- CSS.....1 Year
- HTML.....1 Year
- SQL
- Data Entry
- SEO & SEO Marketing..... 5 Years
- Google Analyst ( Monetization, Ads and Campaign )...4 Years
- Customer Support Services.....2 Years
- ERP and SAP.....2 Years

## **My Objective:**

- To secure a challenging position in a reputable organization to expand my learnings, knowledge, and skills.
- Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.
- Work as a Team Lead or Team Member
- Always thinking about company growth and Profit.

