Talha Aqeel | *SEO Specialist*

Commerce student and software management diploma holder with multiple certifications from Google in digital marketing, technical SEO, analytics, and more. Over 2.5 years of practical experience in Search Engine Optimization, social media ads, and email marketing. Skilled in front-end and back-end development and UI/UX. Have firm knowledge of SEO tools, KPIs, and marketing funnels. Known for blending creative and analytical approaches to drive measurable growth in digital campaigns.

Work Experience

Suhang Corporation - Social Media & Email Marketing Executive

Feb 2023 - Aug 2023

- Scraped data to identify B2B leads for medical, solar, and mobility equipment distributors and wholesalers.
- Ran targeted email campaigns and social ads to generate leads and engage niche industry professionals.
- Managed social platforms and refined outreach strategies, boosting audience engagement and lead quality.

Worldke - SEO Executive

Sep 2023 - Sep 2024

- Created 300+ monthly backlinks via forums, Guest post, Business Listings etc, ensuring diversity, niche/context and white-hat practices.
- Suggested UI/UX, content, and technical SEO improvements through regular monthly audits and performance checks.
- Helped improve keyword rankings by focusing on strategic niche and long-tail keywords aligned with SEO goals.

Thetechlabs - SEO Executive

Sep 2024 - Present

- Lead technical SEO audits to optimize site health, speed, and crawlability, improving organic rankings.
- Advanced on-page SEO focus: optimizing Tags, schema markup, and other key factors for better visibility.
- Monitor and refine strategies using Ahrefs, GA4, and Search Console, executing link-building for a strong backlink profile.

Educational Background

Diploma In Software Management (DISM), Aptech

Jun 2022 - Aug 2023

- Gained expertise in web development (front-end & back-end), enhancing technical SEO skills to optimize site structure and performance.
- Gained UI/UX skills, optimizing sites for better SEO and user experience.
- Learned core programming concepts that support technical SEO audits and improve crawl efficiency.

Intermediate (Commerce) - Comprehensive College

May 2023 - in progress

- Pursuing an Intermediate in Commerce, enhancing my analytical and strategic skills for SEO and marketing.

Contact

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Skills

Technical Skills

- Technical SEO Audits
- On/off-Page Optimization
- Keyword Research & Analysis
- Link building & Management
- UI/UX Issues Identification

Tools/Sofware

- Aherfs / Semrush
- GA4 - Search Console
- Screaming frog - SEOquake
- Moz Pro

Certification/Short Courses

- Foundations of Digital Marketing & E-commerce – Google
- Technical SEO Certification – Blue Array

Additional Information

- Strong understanding of SEO KPIs, marketing funnels, and user journeys.
- Expert in technical SEO, with knowledge of front-end & back-end dev to enhance site structure and ranking.
- Familiar with UI/UX principles and design tools (Figma, Photoshop, Canva).

Languages

- English (Fluent)
- Urdu (Native)