



SAMEER AHMED

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SUMMARY

SEO Executive with 5 years of experience in effective online marketing and optimization. Performed online research and keyword searches targeting new and potential clients. Produced performance reports using analytical data gained from research and client analysis.

WORK EXPERIENCE

SEO Manager, GO-Globe™, United Arab Emirates

Aug 2024 - Present

- Conduct comprehensive keyword research to identify relevant terms. Optimize website content, meta tags, and headings with targeted keywords.
- Review and analyze competitor sites to understand their SEO strategy, Ensure proper site structure. Optimize page load speed for better user experience, implement schema markup for rich snippets, Create and submit an XML sitemap to search engines.
- Improve existing content, Optimize title tags, meta descriptions, and header tags. Enhance content readability and relevance. Use LSI keywords naturally.
- Develop a robust link-building strategy, acquire high-quality backlinks from authoritative websites, monitor link profiles and disavow toxic links.
- Regularly analyze Google Analytics and Search Console data.
- Optimize Google My Business listing, manage online reviews and ratings, Ensure consistent NAP (Name, Address, Phone) information across platforms.

SEO Executive , Diligent Technologies, Pakistan

April 2024 – Aug 2024

- Develop SEO strategies aligned with business goals.
- Conduct keyword research to drive organic traffic.
- Build high-quality backlinks.
- Optimize for local search.
- Track and analyze SEO performance.
- Collaborate with other departments.

SEO Executive, Evo Carz, Luton, United Kingdom

Jan 2023 – April 2024

- Crafted and executed tailored SEO strategies that skyrocketed organic traffic, ensuring our brand stands out in the digital landscape.
- Precisely researched and seamlessly integrated high-impact keywords across our platforms, strengthening our online visibility.
- Regularly monitored performance metrics, fine-tuning our approach to boost Conversions and enhance user engagement.

SEO Executive, iCall Solutions, Pakistan

Jun 2019 - Dec 2022

- Identified effective keywords to improve search rankings.
- Optimized local business listings, ensuring our clients dominated search results in their geographical areas.
- Navigated the intricate world of affiliate marketing, optimizing content for conversions and affiliate partnerships.

EDUCATION

Bachelor of Science in Computer Science.

2020 - 2024

Institute of Space Technology

CERTIFICATIONS

- SEO, Blogging & Affiliate Marketing Training by iSkills
- Foundation of Digital Marketing and Ecommerce by Google
- Meta Social Media Marketing
- Google Ads - Measurement Certification

SKILLS

- Search Engine Optimization(SEO)
- Keyword Research
- Keyword Grouping
- Technical SEO
- Local SEO
- On-page and Off-Page Optimization
- Backlinks
- Guest Post
- Content Optimization
- Competitive Analysis
- Google Analytics
- Google Console
- PPC
- Google ads
- Ahrefs, Semrush, Mozpro