



## Muhammad Sameer Ahmad

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### ABOUT ME

SEO Specialist with over 5 years of experience improving website rankings and online visibility for businesses across international markets. Skilled in keyword research, content optimization, Link Building, and performance analysis, helping companies attract audiences and increase revenue. Experienced in supporting companies across industries to achieve their digital goals.

### WORK EXPERIENCE

05/08/2024 – CURRENT Dubai, United Arab Emirates

#### SEO MANAGER GO-GLOBE

- 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.

15/04/2024 – 02/08/2024 Islamabad, Pakistan

#### SEO EXECUTIVE DILIGENT TECHNOLOGIES

- 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.

02/01/2023 – 03/04/2024 Luton, United Kingdom

#### SEO EXECUTIVE EVO CARZ

- 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.

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

● **EDUCATION AND TRAINING**

15/09/2020 – 06/06/2024 Islamabad, Pakistan  
**BACHELOR OF SCIENCE IN COMPUTER SCIENCE** Institute of Space Technology

Website <https://www.ist.edu.pk/> | Level in EQF EQF level 6

● **LANGUAGE SKILLS**

Mother tongue(s): **URDU**  
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

Search Engine Optimization | Keyword Research | Keyword Grouping | Technical SEO | Local SEO | Semantic SEO | On-Page Optimization | Off-Page SEO | Backlinks | Guest Posting | Content Optimization | Market and Competitor Research | Google Analytics | Google Search Console | Pay per click (PPC) | Ahrefs, SEMRush, MOZ, DeepCrawl, Screaming Frog, SurferSEO etc.

● **CERTIFICATIONS**

**SEO, Blogging & Affiliate Marketing Training by iSkills**

**Foundation of Digital Marketing and Ecommerce by Google**

**Google Ads - Measurement Certification**

**Marketing Strategy: SEO Content Writing by LinkedIn**

**SEO Foundation by LinkedIn**

**Digital Skills Digital Marketing by Accenture**

**Marketing Head GDSC-IST**

**Open House Participation Certificate**

**Certificate of Excellence - ACM-IST**

**Federal Government Inter Colleges Sports - 400m Race**

**Federal Government Inter Colleges Sports - 4x100m Relay Race**

**Federal Government Inter Colleges Sports - 200m Race**

**Federal Government Inter Colleges Sports - Football**