



# MHAMMAD USMAN LATIF

## SEO SPECIALIST

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Raza colony Al-Muustafa Road,  
Multan



## PROFILE INFO



I am an SEO Expert having 1 year of experience and pursuing more. I have worked on multiple sites including startups and established sites. I have created strategies and researched keyword that helped client to grab more traffic and gain exponential conversion rate. I also have basic knowledge of multiple coding languages.



## EDUCATION

- **2017 - 2021**  
**BS Information Technology**  
Muhammad Nawaz Sharif  
University Of Agriculture, Multan.
- **2015 - 2018**  
**FSc**  
Nishat College of Science, Multan.
- **2013 - 2015**  
**Matriculation**  
Nishat school for boys PKC,  
Multan.



## MY EXPERTISE

Search Engine Optimization

Digital Marketing

Web Design

Graphic Design

Front End Development



## SITES

<https://myfitape.com>

<https://dubaitraveltourism.com>

<https://tricksehow.com>

<https://www.boosthill.com>



## WORK EXPERIENCE

- **SEO Executive 05/2022 to 05/Present**  
**XiHawks Digital Marketing Agency Multan.**
  - Pinterest SEO
  - ON Page & OFF Page SEO
  - Keyword Research
  - Site Audit
  - Content Planning
  - Guest Post Outreach
- **SEO Executive 12/2021 to 05/2022**  
**Hexions Multan.**
  - Keyword Research, Competitor Analysis
  - Deep Site audit, SEO Road Mapping
  - SEM
  - On-Page SEO
  - Content Duplication Checking
  - Content Planning
  - Website Setup, Design and Customization
  - Off-Page SEO / Link Building
- **Internee 17/08/2020 to 27/09 /2020**  
**PTCL Switching Center**
  - Handling complaints
  - Completing Assignment based tasks
  - Working on DTMF
- **ACHIEVMENTS & CERTIFICATIONS**
  - Google Analytics IQ Certified
  - HEC Merit Scholarship Holder
  - IGNITE Funding for Final year project
  - Project Selection in DICE competition 2021.