

Zoha Ali

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Skills

On-Page SEO	: Keyword Research & Optimization, Meta Tags (Titles, Descriptions, Headers), Content Optimization & Internal Linking, Schema Markup & Structured Data, Image & Video SEO
Off-Page SEO	: High-Quality Backlink Acquisition, Guest Posting & Outreach, Competitor Backlink Analysis
Technical SEO	: Website Audits & Error Fixing, XML Sitemaps & Robots.txt Optimization, Core Web Vitals & Page Speed Optimization, Canonical Tags & Redirects
SEO Tools	: Google Search Console, Google Analytics, SEMrush, Ahrefs, Moz Pro, Screaming Frog SEO Spider
CMS & Web Tech	: WordPress SEO Optimization
Certifications	: SEO Certified (Hubspot Academy), Search Engine Optimization (SEO) (Digiskills.pk), The Fundamentals of Digital Marketing (Google Digital Garage), Digital Marketing (DigiSkills.pk), Social Media Management (Great Learning), Google Analytics (Great Learning)
Soft Skills	: Task Oriented, Critical Thinking, Time Management, Growth Mindset, Teamwork, Communication and Interpersonal skills

Professional Experience

SEO Executive, Devronix Solutions	Jan 2024 – Present
<ul style="list-style-type: none">Conducted in-depth keyword research and competitive analysis, identifying high-impact opportunities that led to a 50% increase in organic visibility and improved keyword targeting across key pages.Executed on-page and off-page SEO strategies, including meta optimization, content enhancement, technical audits, and backlink building, resulting in a 45% improvement in SERP rankings and a 30% boost in domain authority.Monitored and analyzed performance using Google Analytics, Search Console, SEMrush, and Ahrefs, collaborating with cross-functional teams to implement data-driven improvements that achieved a 40% growth in organic traffic.	
Junior SEO Executive, Plentys.pk	Aug 2023 – Dec 2023
<ul style="list-style-type: none">Executed targeted guest posting campaigns that earned backlinks from high-authority websites, leading to a 45% increase in referral traffic and improved keyword rankings.Collaborated with content teams to develop keyword-optimized guest articles, contributing to a 35% boost in organic traffic across priority landing pages.Performed in-depth keyword research and kept pace with algorithm updates, helping achieve a 40% improvement in average SERP positions for key search terms.	
SEO Intern, Plentys.pk	Jun 2023 – Aug 2023
<ul style="list-style-type: none">Executed targeted guest posting campaigns, resulting in a 20% increase in organic backlinks and contributing to improved domain authority.Performed keyword research to support content optimization, enhancing search visibility for multiple pages.	

Social Media Intern, GlobalShala	Jun 2022 – Jul 2022
<ul style="list-style-type: none">Collaborated with the team on assigned tasks, contributing to the execution of social media campaigns.Conducted a social media audit for ongoing marketing campaigns, identifying key areas for new engagements.	

Education

Bachelors in Business Administration (Honors), Minor in Marketing	Sep 2019 – Aug 2023
Institute of Business Management (CBM)	Karachi, Pakistan

Volunteer Experience

Co-Convenor, Al Azhar Garden Economic Planning Board	June 2018 – Present
<ul style="list-style-type: none">Led community-driven economic planning projects focused on development and sustainability.	
Member, Al Azhar Garden Social Welfare Board	Apr 2019 – Mar 2022
<ul style="list-style-type: none">Contributed to social welfare programs supporting community well-being and underprivileged groups.	