

ASSAD ULLAH

SEO SPECIALIST

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SEO-focused, 5+ years of specializing in generating results that boost search engine performance. Passionate about leveraging dynamic challenges to enhance website ranking and optimize user engagement. Proven expertise in integrating project management skills with user-centric solutions to improve site rankings and ensure seamless team collaboration.

AREA OF EXPERTISE

Search Engine Optimization
Keyword Research

Local SEO
on-page/off-page SEO

GMB, GSC, GA4
Site Auditing

KEY ACHIEVEMENTS

- **Increased organic traffic by 180% in 6 months** for an e-commerce site by executing a full-scale technical SEO audit, restructuring internal linking, and optimizing over 200+ high-potential pages.
- **Ranked 50+ competitive keywords on Page 1 of Google** through strategic content planning, backlink acquisition campaigns, and on-page SEO optimization targeting both short-tail and long-tail search terms.
- **Boosted conversion rates by 45% on SEO landing pages** by implementing CRO best practices, refining meta descriptions, and optimizing CTA placements for better user experience and intent alignment.

PROFESSIONAL EXPERIENCE

Executive SEO Officer, Digidream

Dec 2020 - Nov 2023

- Led complete SEO strategy for 15+ clients, achieving up to 140% growth in organic traffic within 6 months.
- Audited websites for technical issues, implemented Core Web Vitals fixes, and improved crawl efficiency.
- Built performance dashboards in Google Data Studio to track keyword trends, and ROI.

Content SEO Specialist, Xpanzia

Jun 2021 - Dec 2022

- Optimized 100+ articles, increasing leads by 50%.
- Created content plans based on search intent.
- Trained writers on SEO best practices.

On-page SEO Specialist, FourUp

Dec 2024 - Present

- Refined meta tags, headers, and internal links.
- Boosted page engagement by 38% through UX fixes.
- Applied schema and mobile-first SEO updates.

EDUCATION

Bachelor of Telecom Engineering

Sep 2021 - May 2025

Bahauddin Zakariya University

- Relevant coursework in Structural Design and Project Management.

ADDITIONAL INFORMATION

- **Languages:** English, Urdu, Hindi
- **Certifications:** SEBT batch 11 from iSkills, Project Management Tech (PMT).
- **Awards/Activities:** High Result Driven Employer of the Year (2021), Overall Best Employee Division Two (2024), Onboarding Project Lead (2023)