



MUHAMMAD HARIS

Upwork: [Freelance Project](#)
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SUMMARY

With over Three years of dedicated experience in Search Engine Optimization and web analytics, I bring a comprehensive skill set and a track record of delivering measurable results for client projects.

WORK EXPERIENCE

Customer Success Representative - Falcon- i Pvt Ltd. July 2022 - march 2024

- Maintained a positive, empathetic, and professional attitude while ensuring customer satisfaction and providing excellent support.
- Supervised and guided a team of junior customer service representatives to enhance overall service quality.
- Managed inbound and outbound calls, assisting clients with their inquiries and resolving issues efficiently.
- Responded promptly to customer inquiries, ensuring timely and effective issue resolution.

SEO Specialist - Avantis Direct Pvt Ltd (UK White-label Payment co.) April 2024 - Jan 2025

- Established and implemented SEO best practices, including on-page, off-page, technical SEO strategies, and comprehensive audits.
- Analyzed competitor SEO strategies, identifying gaps and opportunities for strategic growth.
- Managed and executed backlink strategies, successfully improving Domain Authority (DA) and overall website authority through high-quality link-building efforts.

SEO Specialist | RYZE. Feb 2025 - Present

- Managing the SEO and digital presence of brands across various industries.
- Established and implemented SEO best practices, including on-page, off-page, technical SEO strategies, and comprehensive audits.
- Conducting competitor analysis for brands in UK, US, Canada, and EU to identify market trends and opportunities.
- Overseeing social media strategies to enhance brand visibility and engagement.
- Collaborating with cross-functional teams to improve website performance, organic traffic growth, and search rankings.

Team Lead – SEO & Brand Management | RYZE. March 2025 - Present

- Promoted to Team Lead after consistently delivering performance-driven SEO strategies.
- Overseeing end-to-end brand management, including websites, eBooks, logos, apps, and overall digital presence for all assigned brands.
- Managing and mentoring a team of 3 SEO specialists, reviewing deliverables, and providing strategic guidance on SEO, content, and branding initiatives.
- Leading the execution of SEO strategies—including technical audits, keyword research, on-page/off-page optimization, and link-building—for both internal brands and external SEO clients.
- Implementing cross-functional collaboration with design, development, and marketing teams to align branding and SEO strategies across platforms.
- Driving brand visibility and engagement by integrating social media efforts with SEO to increase organic reach and online presence.
- Monitoring key SEO KPIs and preparing detailed reports to guide data-driven decisions and client strategies.
- Adapting to and implementing brand changes as per upper management directives, ensuring consistent alignment with business objectives.
- Monitoring SEO KPIs and brand performance, and preparing detailed analytical reports to support data-driven improvements.

EDUCATION

BSIT - Virtual Univeristy of Pakistan
Pre Eng - Govt College Jungle Shah

2023 - Present
2020 - 2022

CERTIFICATIONS

Ga4- Google Analytics
On Page & Technical SEO

ADDITIONAL INFORMATION

- **Technical Skills:** Proficient in web development and CMS platforms, including WordPress, Wix, Webflow, and Shopify, with expertise in site optimization, customization, and performance enhancement.
- Skilled in **Microsoft Office Suite** (Word, Excel, PowerPoint, Outlook) for document creation, data handling, and presentations.
- **Languages:** English, Urdu.