

## CONTACT

- 0313-3247155
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- Soldier bazar ,Karachi

## EDUCATION

- 2011-2021  
ST.PAULS ENGLISH HIGH SCHOOL
- Matriculation

- 2021-2023  
GOVT.COLLEGE COMMERCE
- Intermediate

## SKILLS

- Search Engine Optimization
- Social Media Marketing
- Shopify Store Development
- Google Ads
- E-commerce

## CERTIFICATIONS

- Diploma in Digital Marketing by (IBA) Institute of Business Administration
- Google Search Ads Certification

# M.ALI GHOURI

SEO EXECUTIVE

## PROFILE

Results-driven SEO and Digital Marketing professional with hands-on experience in optimizing eCommerce websites. Skilled in keyword research, on-page and off-page SEO, technical audits, and backlink strategies. Proficient with tools like Google Search Console, SEMrush, and Ubersuggest. Also experienced in running social media campaigns and designing Shopify stores focused on user experience and conversions.

## WORK EXPERIENCE

- Ezone Pearl** MAR 2024- FEB 2025  
**SEO Executive**
  - Developed and implemented SEO strategies focusing on e-commerce websites
  - Conducted detailed keyword research and optimized on-page elements like meta tags, titles, and URLs.
  - Performed off page Seo,Including competitor backlink analysis and link building
  - Utilized Google Search Console to monitor site health, fix indexing issues & Url errors.
  - Added and optimized internal links to help search engines index pages better and improve user navigation.
- Ezone Pearl** JAN 2024- FEB 2024  
**SEO Intern**
  - Assisted in keyword research and content optimization under the guidance of senior SEO specialists.
  - Gained hands-on experience with SEO tools like Google Search Console and Ubersuggest for site audits.
  - Supported backlink outreach efforts and monitored basic off-page SEO activities.