

# Ali Aamir

WordPress & SEO Specialist Professional

## PROFILE

Highly accomplished and innovative SEO Manager with enormous success utilizing technology to develop record-breaking marketing campaigns. Recognized as a leader with the ability to collaborate cross-departmentally to strengthen sales and lead in competitive markets. Verifiable track record of utilizing competitive analysis, market research, and statistical surveys to build business plans and provide solutions that foster growth. Practiced in clarifying client requirements, performing analysis between goals and existing procedures, and designing email campaigns, social media initiatives, and websites to increase client revenue.

## EDUCATION

SAINT MARYS HIGH SCHOOL, PESHAWAR  
SCC Certificate, Science (2001-2012)

EDWARDES COLLEGE, PESHAWAR  
FSc in Computer Science (2012-2014)

IM|SCIENCES, PESHAWAR  
BS in Software Engineering (2014-2018)

CECOS UNIVERSITY, PESHAWAR  
MS in Software Engineering (2020-2022)

## CORE COMPETENCIES

WordPress Development

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Keyword Research

Campaign Optimizatiois

Facebook Marketing

Monthly Reporting

Email Marketing

PPC

## BRANDS I WORK WITH

Present BERA | CULTURING HAPPINESS (FOOTWEAR BRAND)

### RESPONSIBILITY

- 1: MANAGE SHOPIFY STORES
- 2: RUNNING SEO CAMPAIGNS
- 3: RUNNING PPC CAMPAIGNS

RANKED KEYWORDS: PESHAWARI CHAPPAL  
WEBSITE: [WWW.BERASTORES.COM](http://WWW.BERASTORES.COM)

Present QALAMKAAR STORE (STATIONARY BRAND ONLINE STORE)

### RESPONSIBILITY

- 1: DESIGN WEBSITE
- 3: DESIGN SOCIAL MEDIA PLAN
- 2: MANAGE SOCIAL MEDIA PAID CAMPAIGNS

Facebook Page Link: [www.facebook.com/Qalam-Kaar-Store](http://www.facebook.com/Qalam-Kaar-Store)

Present INSPIRE SUPER MARKET

### RESPONSIBILITY

- 1: RUNNING PPC CAMPAIGNS
- 2: MONTHLY REPORTING

Facebook Page Link: [www.facebook.com/inspiresupermarket](http://www.facebook.com/inspiresupermarket)

Present KHAISSTORES (FOOTWEAR BRAND)

### RESPONSIBILITY

- 1: DESIGN WEBSITE
- 2: DESIGN DIGITAL MARKETING PLAN
- 3: RUNNING PAID FACEBOOK CAMPGINS

WEBSITE: [WWW.KHAISSTORES.COM](http://WWW.KHAISSTORES.COM)

Present AROMATIC EXPRESSION

### RESPONSIBILITY

- 1: RUNNING PPC CAMPAIGNS
- 2: MANAGE SHOPIFY WEBSITE
- 3: MONTHLY REPORTING

Facebook Page Link: [www.facebook.com/AromaticexpressionsPsh](http://www.facebook.com/AromaticexpressionsPsh)

Present HUMAN RELIEF MISSION

### RESPONSIBILITY

- 1: RUNNING PPC CAMPAIGN
- 2: MANAGE WORDPRESS WEBSITE
- 3: MONTHLY REPORTING

Facebook Page Link: [www.facebook.com/humanreliefmission](http://www.facebook.com/humanreliefmission)

## INTERESTS



Travel



Cooking



Reading



PHONE  
+92 306 5910 404



EMAIL  
[alifancy333@gmail.com](mailto:alifancy333@gmail.com)



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