# Muhammad Daniyal Akram

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## Summary

Results-driven SEO professional with 3+ years of experience in driving website traffic and improving search engine rankings. Skilled in SEO strategy, analytics, and team leadership. Proven track record of helping clinics and businesses grow their digital presence and attract organic traffic.

## Key Skills

* • Google Analytics
* • Keyword Research
* • On-page Optimization
* • Link Building
* • Content Strategy
* • Team Leadership
* • Data Analysis

## Professional Experience

### SEO Team Lead — Glamorous Clinic Islamabad

Feb 2024 – Present

- Leading SEO strategies to boost organic traffic and improve online visibility  
- Managing a team of SEO specialists focusing on keyword strategy, content optimization, and technical SEO  
- Successfully enhanced search engine rankings and increased online appointment bookings

### SEO Specialist — Bright Ideas Communication

Sept 2023 – Feb 2024

- Developed and implemented SEO strategies to drive website traffic and improve search engine rankings  
- Conducted keyword research and optimized website content for search engines  
- Analyzed SEO performance data and provided actionable insights

### Freelance SEO Consultant

Jan 2022 – Present

- Delivered SEO services including audits, optimization, and reporting for international clients  
- Developed keyword and content strategies to boost client rankings and organic traffic  
- Collaborated with clients to meet business objectives and achieve measurable results

### SEO Team Lead — Turkish Innovation

July 2020 – May 2023

- Led a team of professionals to execute business growth strategies  
- Implemented SEO tactics that improved search rankings and website visibility  
- Coordinated with cross-functional teams to achieve company goals

## Education & Certifications

BBIT — Virtual University of Pakistan (2024 – Present)  
CA — Institute of Chartered Accountants of Pakistan (2019 – Present)  
ICS — Army Public School (2018)  
Matriculation — Fauji Foundation Model School (2016)

## Projects

- Dental Clinic Dubai: Designed and executed SEO strategies that significantly increased online traffic  
- Enfield Royal Clinic: Conducted keyword research and optimized site content for improved rankings  
- Estheticare Clinic Dubai: Delivered full SEO services including audits, technical fixes, and optimization  
- Glamorous Clinic Islamabad: Currently leading SEO campaigns to expand digital reach and increase appointments