



Ali Haider

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ABOUT ME

Securing high-quality **backlinks**, establishing connections with industry influencers and enhancing website authority through targeted outreach efforts are among the skills of this professional **Link Outreach & PR** specialist. Skilled in backlink profile analysis and improvement using **Ahrefs**, **SEMrush** and **Moz**. Passionate about working on data-driven **public relations** efforts to increase brand awareness.

WORK EXPERIENCE

03/11/2022 – 10/03/2023 Okara, Pakistan
SAAS LINK BUILDER ACHIEVER ACADEMY

- SaaS-Specific Link Building Strategies:** Developed and implemented tailored **link-building strategies** for SaaS platforms focusing on increasing domain authority and improving organic search rankings.
- Targeted Outreach:** Conducted outreach campaigns to top-tier industry blogs, tech websites, and SaaS communities, securing high-quality backlinks from authoritative sources in the SaaS and tech sectors.
- Guest Post & Content Collaboration:** Crafted informative guest posts, case studies and collaborative content aimed at building links from credible platforms, while highlighting the value of the SaaS product.
- Backlink Profile Analysis:** Utilized tools like **Ahrefs**, **SEMrush**, and **Moz** to conduct comprehensive backlink audits, monitor link quality and identify new opportunities within the SaaS space.
- Partnership Building:** Built strong relationships with SaaS influencers, bloggers and industry leaders to facilitate long-term link-building partnerships, amplifying brand visibility.
- Competitor & Market Research:** Analyzed competitors' backlink profiles and industry trends to identify gaps and leverage new opportunities for acquiring relevant and high-value backlinks.
- Performance Optimization:** Continuously tracked **link-building KPIs** and campaign results, adjusting strategies to enhance the website's **organic traffic** and **search engine rankings**.
- Reporting & Data-Driven Insights:** Regularly reported on progress and link-building outcomes to stakeholders, providing actionable insights to refine strategies and drive better SEO performance.

01/10/2023 – CURRENT Lahore, Pakistan
LINK BUILDER NEXTAGE SOLUTION ACADEMY

- Strategic Link Building:** Developed and executed effective **link-building strategies** to improve domain authority and enhance SEO rankings for clients in various industries.
- Outreach & Relationship Building:** Reached out to high-authority websites, bloggers, and influencers for link placement, fostering strong relationships to secure quality backlinks.
- Content Creation for Backlinks:** Created engaging, high-quality content (guest posts, articles, infographics) tailored to potential link partners to increase backlink opportunities.
- SEO Performance Monitoring:** Monitored and analyzed backlink profiles using tools like **Ahrefs** and **SEMrush**, identifying link-building opportunities and tracking the effectiveness of campaigns.
- Quality Assurance:** Ensured that all backlinks were **high-quality**, relevant and aligned with SEO best practices to avoid penalties and improve overall website rankings.
- Performance Reporting:** Regularly reported on **link-building progress** and SEO performance metrics, adjusting strategies to meet goals and improve organic search visibility.

01/10/2023 – CURRENT Lahore, Pakistan
PUBLIC RELATIONS & OUTREACH NEXTAGE SOLUTION ACADEMY

- Strategic Outreach & Relationship Building:** Established and nurtured connections with bloggers, journalists, and industry influencers to secure **high-authority backlinks** and media coverage.
- Cold Email Outreach:** Successfully executed **personalized email campaigns**, achieving a **35% response rate** from industry-specific websites and media outlets.

- 3. 📊 **Backlink Acquisition & Content Placement:** Secured **50+ backlinks per month** from authoritative sources, boosting domain authority and search engine rankings.
- 4. 📊 **SEO & Digital PR Performance:** Increased organic traffic by **30%** for SaaS clients through effective link-building, content collaboration, and PR-driven outreach efforts.
- 5. 📊 **Media & Press Release Strategy:** Drafted and distributed press releases, earning placements on **top-tier blogs and online publications** to enhance brand credibility.
- 6. 📊 **Competitor & Market Research:** Conducted backlink profile audits using **Ahrefs, SEMrush, and Moz**, identifying strategic link-building opportunities.
- 7. 📊 **Data-Driven Reporting & Optimization:** Tracked and analyzed outreach performance, adjusting strategies to improve engagement, conversion rates, and link placement success.

● **EDUCATION AND TRAINING**

2020 – 2022 NANKANA SAHIB , Pakistan
INTERMEDIATE Pak-garrison higher secondary school and college

- 1. **Math**
- 2. **Physics**
- 3. **English**

Website <https://www.pakgarrison.edu.pk/> | **Field of study** Fsc-preengineering | **Final grade** A

2020 – 2022 Bhara ghar Punjab, Pakistan
MATRIC Madina-tul-ilm

English
Math
Biology
Physics

Website <https://www.mtis.edu.pk/> | **Field of study** Natural sciences, mathematics and statistics | **Final grade** A+

● **LANGUAGE SKILLS**

Mother tongue(s): **URDU** | **PUNJABI**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

SEO Tools

Internal Linking

OFF-Page seo

Link-building

Content Management Systems (CMS)

Online Reputation Management

Analytical Skills

Outreach and Networking

SaaS SEO & Link Building

Web Analytics

Strategic Outreach & Networking

Cold Email Outreach

Backlink Acquisition & Link-Building

Media & Press Release Strategy

Guest Posting & Content Collaboration

SEO & Digital PR Strategy

Competitor & Market Analysis

Relationship Management

Data-Driven Reporting & Analytics

● **COMMUNICATION AND INTERPERSONAL SKILLS**

Communication skills

- Excellent **email writing skills**, able to craft clear, concise and professional messages.
- Strong **written and verbal communication skills**, ensuring effective communication in all interactions.
- Confident, articulate, and **professional speaking abilities** with experience presenting ideas and information to clients and teams.
- Empathic listener, able to understand client needs and concerns and **persuasive speaker** when presenting solutions.
- Capable of **writing both creative and factual content**, tailored to different audiences and purposes.
- Experienced in **public speaking**, presenting to groups, or engaging through **electronic media**.
- **Excellent presentation** and **negotiation skills**, effectively conveying information and reaching mutually beneficial agreements.