

# SEO & Outreach specialist

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## OBJECTIVE

Results-driven SEO and outreach specialist with expertise in increasing organic traffic building high\_quality backlinks and optimizing website performance. Skilled in designing data\_driven strategies managing outreach campaigns and leveraging tools like (Ahrefs Semrush) and Google Analytics to deliver measurable growth. Proven ability to foster partnerships secure guest post placements and achieve top search engine rankings.

## SKILLS

**1: Search Engine Optimization (SEO) 2: Link Building & Outreach Strategies 3: Technical SEO Audits 4: Keyword Research & Competitive Analysis 5: Content Optimiztion & On\_page SEO 6: Google Analytics & Search Console 7: Backlinks Acquisition & Guest posting 8: Email Marketing for Outreach 9: Content Marketing Strategies 10: SEO Tools: Ahrefs SEMrush Moz**

## EXPERIENCE

**01/01/2024 -  
SEO Outreach Manager**

**Capcut & Wondershare & Gauthmath & Dreamina**

- Led Outreach campaigns targeting niche websites
- Collaborated with content teams to develop engaging guest post and articles for high-ranking sites
- Monitored backlinks profile and addressed toxic links to maintain healthy reputation
- Utilized tools like Ahrefs and SEMrush to identify opportunities for outreach and link acquisition

**05/05/2024 - 05/08/2024  
SEO Specialist**

**Techwave IT Solutions pvt Ltd**

- Conducted in-depth keyword research to identify opportunities for growth boosting organic traffic by (percentage 30% ) within [three month]
- Performed technical SEO audits to resolve issues like cral error slow page speed, and mobile usability problems.
- Optimized meta tags headers and on-page elements 20 pagez improving rankings for target keyword
- Monitored website performance using Google Analytics and Search Console delivering actionable insights to stakeholders

## PROJECTS

**Techwards.co**

Duration:3 Month, Team  
Size:5

**Junior SEO Executive**

- Assisted in executing on-page and off-page SEO strategies to support website growth.

- Researched and targeted low-competition keyword increasing rankings for long-tail search terms.
- Utilized SEO tools like SEMrush and Ahrefs to track campaign performance and generate client reports.
- Collaborated with developers to implement technical fixes enhancing site performance and search engine friendliness.

### Hongyuapparel.com

Duration:2 Months, Team Size:5

### High-Authority Backlinks

- Increase organic traffic and domain authority through a targeted SEO and outreach strategy
- Conducted a comprehensive competitor backlinks analysis using Ahrefs and Sumrush to identify high-quality link opportunities

### Results:

- Increased organic traffic by 15% within 2 Months
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## EDUCATION

Degree / Course	University / Board	Percentage / CGPA	Year of passing
Associate's degree,Bussiness Administration and Management's	Government Collage University Faisalabad	67	2022

## HOBBIES

Exploring new SEO tools and techniquea.

## ADDITIONAL PERSONAL INFO

Address Pakistan  
 Languages English  
 Gender Male

## CERTIFICATIONS

SEO • Ministry of information Technology & Telecom Government of Pakistan