

# TALHA BIN ASHIQ

## Sr SEO Specialist

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### SUMMARY

With over 4 years of experience in SEO, I have a proven track record of developing effective SEO campaigns and delivering measurable results. My technical skills include proficiency in SEO tools like Ahrefs, Screaming Frog, SEMRush, and Google Analytics. One of my biggest achievements was boosting a website sales by 50% within seven months.

### SKILLS

Google Search Console	MS CLARITY	Ahrefs
Screaming Frog	SEMRush	Google Analytics 4
Mail Chimp	keyword Planner tool	UBERSUGGEST
GMB	MOZ	WOORANK

### EXPERIENCE

#### Sr SEO Specialist

**Grace Technologies** 📅 10/2023 - Present 📍 Islamabad, Pakistan  
App Development Company

- Implemented SEO best practices for online Resumaker project, resulting in improved search engine rankings.
- Efficiently managed a cross-functional team, including content writers and developers, to optimize website performance and resolve technical issues promptly.
- Led the ASO initiative for Grace Technologies' Android app, creating compelling Apps descriptions incorporate relevant keywords strategically
- Proactively identify opportunities for improvement and collaborate cross-functionally to implement effective strategies.
- Achieved an impressive increase in app installs and downloads
- Used tools like Ahrefs, Screaming Frog, SEMRush, and Google Analytics to track and report on campaign performance metrics.

#### SEO Specialist

**Green Valley** 📅 10/2022 - 2023 📍 Rawalpindi, Pakistan

A well renowned Retail Store

- Conducted SEO Audit of website that considered technical, on-page and off-page elements.
- Successfully increased website sales by 50% within seven months.
- Recovered website performance following a targeted Japanese keyword attack, restoring site visibility and functionality.
- Prepared informational and reader-friendly reports.
- Wrote compelling website content that boosted engagement by 15%.
- Improved website accessibility issues for better user experience.
- Resolved website technical issues.

### STRENGTHS

#### Analytical Thinker

Utilized data-driven strategies to improve SEO performance.

#### Excellent Communicator

Coordinated with cross-functional teams to align SEO goals, resulting in an effective strategy.

#### Adaptability and Continuous Learning

Committed to continuous learning and professional development, regularly seeking out new industry trends

### ACHIEVEMENTS

#### Boosted Organic Traffic

Achieved a remarkable 50% increase in website sales within a seven-month period through the implementation of targeted SEO strategies

#### Improved Search Engine Rankings

Implemented SEO best practices that improved a search engine rankings, resulting in increased visibility and traffic.

#### Increase App Downloads and Ranking Position

Developed and executed a highly effective ASO (App Store Optimization) strategy for the company Android apps

### TRAINING / COURSES

#### Google Analytics 4 Certification

A comprehensive course that covered different aspects of Google Analytics, from basic setup to data analysis.

#### Advanced SEO: Tactics and Strategy

An online course that provided in-depth knowledge of advanced SEO strategies.

## EXPERIENCE

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### SEO Executive

**Quality Resource Marketing** 📅 07/2022 - 09/2022 📍 Remote

Project Based IT Firm

- Create Seo Rich Content for company website including product description.
- Collected and analyzed Seo related data from multiple sources including GA4, Webmaster, Serp Analysis, Moz, Ahref and Semrush etc.
- Conducted extensive competitor research to fill a gap.
- Achieved sales target and improved the traffic and impression against main keywords.

### SEO EXECUTIVE

**Ebridge** 📅 01/2020 - 06/2022 📍 Islamabad

Web Plugin & Extension Development

- Developed title tag, description of meta tags and highlighted and added relevant links to site.
- Conducted searches such as evaluating competitor websites to incorporate best practice and create marketing strategy to ensure optimal result.
- Monitored changes and Applied best practice to achieve best SEO results.
- Built several spreadsheet for performance monitoring and progress update.

## EDUCATION

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### Bachelor of Computer Science

**Arid Agriculture University**

📅 09/2017 - 04/2021 📍 Rawalpindi Pakistan