

Mohd Zaid Mansoori

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Experienced SEO specialist with a proven track record of successfully executing link building strategies to drive organic traffic and improve search engine rankings. Proficient in identifying high-quality backlink opportunities, developing comprehensive outreach campaigns, and leveraging data analytics to measure and optimize campaign performance. Skilled in both on-page and off-page SEO techniques, with a deep understanding of search engine algorithms and ranking factors. Passionate about staying abreast of industry trends and continuously learning new strategies to stay ahead in the ever-evolving digital landscape. Ready to leverage my expertise to help companies achieve their SEO goals and increase online visibility.

Experience

2024 – PRESENT

Link Building Manager | SerpArena | Remote

- Helped develop link building strategies to acquire the best links for SerpArena's clients.
- Trained and managed 2 outreach specialists.
- Conducted in-depth competitor research to find backlink opportunities.
- Collaborated with content writers to develop link-worthy content.
- Crafted compelling outreach emails and campaigns using automation tools like Snov.io to secure backlinks.
- Generated reports on the performance of link building campaigns.
- Established and managed relationships with external partners, agencies, and bloggers to secure high-quality backlinks

MAY 2020 – DEC 2023

SEO & Link Building Specialist | Win-Win Marketing | Remote

- Worked under the content manager to find prospects using tools like Ahrefs, Semrush and Search Operators fit for client.
- Filtered the prospects based on the vetting criteria given by the content manager.
- Crafted outreach emails to acquire backlinks from websites.
- Created email campaigns using Snov.io
- Created Content Guidelines for Content Writers.
- Stayed updated on search engine algorithms and industry trends to continuously refine link building techniques and ensure compliance with best practices.

JULY 2023 – PRESENT

Cofounder | Geekcited

- Helped the site grow from 100 visitors monthly to 9000 visitors monthly in 6 months.
- Did Keyword Research to find a list of topically related keywords using Semrush.
- Used data from search console and analytics to find easy ranking keywords.
- Created well researched SEO optimized content.

- Launched Outreach Campaigns to secure niche relevant backlinks.

Skills

- Ahrefs
- SEMrush
- Google Analytics
- Email Automation Tools
- Google Search Console
- Quick Learner
- Team Management
- Effective Communication
- On Page SEO
- Off Page SEO
- Keyword Research
- Competitor Research

Education

MAY 2022

B.Sc. Agriculture Hons. | Lucknow University | 8.4 CGPA

APRIL 2018

High School and Intermediate | St. Gabriel Convent | Lucknow

Activities

Literature • Environmental conservation • Movies • Yoga •