

FAHAD ALI KHAN

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TECHNICAL SKILLS

On-Page SEO: Technical Audit, Content Optimization, Page Speed Optimization, Schema Markup, Mobile Optimization, Structured Data Markup, Keyword Research Analysis, SEO AI Tools, Local SEO, Advanced GA 4 Setting up & Tracking, HTML/CSS knowledge, Familiarity with CMS like Wordpress, Joomla, Website Migrations.

Off-Page SEO: Link Building, Social Media Engagement, Citations, Backlink Analysis, Link Disavowal, Prospecting & Outreach, ABC Link Exchange, Link Insertion, Guest Post, HARO, Broken Link-building tactic.

CERTIFICATIONS

Google Ads Search Certification.
Google Adwords Advanced Search
Google Adwords Advanced Display
Google Adwords Advertising Fundamentals
HubSpot - Contextual Marketing.
HubSpot – SEO II
Advanced Google Analytics (GA 4).
Google Tag Manager Fundamentals
Bings Ads Accredited Professional
Google Analytics For Beginners.

EXPERIENCE

Walmart

Oct 2023 – Present

Front End Cashier (Part-Time)

- Smile, greet, and thank customers with a positive attitude.
- Stand for long periods of time while checking out customers quickly and accurately.
- Answer customer questions and help them with their needs.
- Be available to assist associates across the store as needed.
- Ensure customers have a great first and last impression.
- Have a positive attitude in all weather conditions.
- Scan items, explain a price, bag items properly, count cash back, and keep your area clean.

8x8

Dec 2022 – Sep 2023

SEO Outreach Specialist

- Conducted competitor analysis to identify link-building opportunities and areas for improvement, resulting in a 15% increase in the acquisition of high quality backlinks from competitors' referring domains.
- Managed and maintained relationships with external partners and website owners, ensuring timely follow-ups and fostering long-term partnerships for ongoing collaboration.
- Collaborated with content creators to develop and optimize high-quality, SEO-friendly content.
- Developed and executed outreach strategies to build high-quality backlinks from authoritative websites, contributing to a 15% rise in search engine rankings for target keywords.
- Built around 40 backlinks on DR 70+ while overall successfully built 100 backlinks on pure SaaS domains.
- Secured backlinks on pure SaaS sites having high DR, TF & DA such as scalefusion.com, whatagraph.com, hive.com, sales.rocks and many more.
- Utilized AI tools like Pictory, Suffer SEO, Scalenut & ProRankTracker to monitor and analyze website analytics, identifying areas for improvised and strategic enhancement.
- Utilized all proven link building strategies such as A-B-C exchange, Guest Post exchange, Direct outreach and HARO.
- Utilized outreach tools and platforms to identify and engage with relevant influencers and industry leaders, resulting in a 25% increase in brand mentions and partnerships.
- Monitored and tracked outreach performance metrics, such as response rates, conversion rates, and link acquisition, using data to optimize and improve outreach strategies continuously.
- Depth understanding of using the CRM tools like Hubspot, Asana and Zoom info.

Branex

Oct 2020 – Nov 2022

SEO Specialist

- Conducted searches such as evaluating competitor websites to incorporate best practice and create marketing strategy to ensure optimal results.
- Analyzed data to identify trends, generate reports and adjust campaigns as necessary to produce the most optimal ROI.
- Analyze and understand complex SEO issues or needs to produce simple explanations and specific action plans that support the client's SEO strategy.
- Conducted in-depth keyword research and analysis, identifying high-value opportunities for content optimization and targeted outreach.

- Perform White Hat SEO strategies including changing layout, content optimization, keyword structuring and etc.
- Implemented link-building strategies to enhance website authority and improve search engine rankings.
- Proven depth understanding of using web analytics tools like Google Analytics 4, Google Search Console in order to analyze traffic trends and visitor's behavior.
- Successfully ranked one of their main keyword 'web design dubai' from 30th to 3rd with the help of my own strategies.
- Increased keyword usage from 10% to 50%.
- Regularly update existing blogs and the missing elements of site.
- Basic understanding of PHP, HTML, and CSS for making customizations beyond the capabilities of themes and plugins.
- Stay updated with search engine algorithm changes and industry trends.
- Proficiency in SEO tools & software (e.g, Ahrefs, SpyFu, Screaming Frog, SEMrush, Moz, Hubspot, CSS Compressor, JS Compress.)

PNC Solutions

Nov 2019 – Oct 2020

SEO Outreach Executive

- Designed and proposed various outreach and engagement strategies.
- Find Prospect, Outreach and takes full ownership of outreach emails.
- Work on the different niches including (Health, Travel, Business/Small business and Technology).
- Daily finding prospect 100-150 and outreach them for making opportunities.
- Monitor and track link placements and anchor text diversity.
- Create compelling outreach emails and messages to engage with external partners.

FSD Solutions LLC

Apr 2019 – Nov 2019

SEO Executive

- Manage three different niche sites based on buss, travel and home improvement niche.
- Develop on-site body content, Meta description, Meta title, Metatags in support of SEO strategies.
- Tracking of keyword rankings.
- Did all off-page activities including (Blog commenting, Forum commenting, Guest posting and Profile Creation)
- Daily Social posting on five channels (Fb, IG, Twitter, Pinterest and Reddit)
- Manage XML sitemaps, robots.txt files, and canonical tags.
- Research and analyze competitor backlinks.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
- Perform monthly technical audit with the help of tools like Ahrefs and Semrush.

ACHIEVEMENTS

Traffic Growth: With my SEO efforts dubaimonsters.com organic traffic got increased with a 40% ratio and 25% number of new visitors acquired.

Ranked Keyword: Dubaimonsters and Branex most sales driven keywords like web design dubai, web development company got ranked from 10th position to 2nd in the SERP.

Link Building Success: For 8x8 Secured more than 80+ high-quality backlinks on pure SaaS domains, resulting in a 20% increase in referral traffic.

EDUCATION

University of Karachi, Karachi, Pakistan.

Bachelors in Commerce.

Al-Hamd Academy

CIMA (Chartered Institute of Management Accountants)