

# Saira Kazim

Specialist Blogger Outreach | SEO Expert | Link Building

## Expertise

Specializing in SEO and influencer marketing, expertise is offered to enhance marketing efforts and optimize content for improved SEO rankings. By managing all aspects of SEO, clients can focus on core tasks while ensuring their online presence is maximized.

Exclusively collaborating with bloggers and influencers to drive traffic to websites, each campaign is uniquely designed and tailored to the specific needs of each company. Recognizing the individuality of each client, campaigns are customized to align with specific goals. Manual preparation ensures that each campaign meets objectives and helps achieve desired results.

Bloggers who match the target audience are carefully selected, ensuring that the content and backlinks used are highly relevant and beneficial for SEO ranking. Transparency is a cornerstone of the services offered; clients can monitor their campaign live and have direct access to all work.

Services are flexible and can be adapted to fit any budget. Leveraging an extensive network of contacts, the best bloggers within any budget are identified. The approach includes:

Finding Perfect Bloggers: Identifying influencers within the niche who are the best fit for the brand.

Quality Assurance: Ensuring the text, anchor text, and links used are of the highest quality.

Content Creation: If needed, a team of expert editors in the US and Canada can create articles, infographics, and other relevant content.

The goal is to provide a seamless and effective SEO strategy that drives results and helps achieve business objectives.

## Work History

**2017-03 - 2024-06**      **Blogger Outreach Campaign Manager**  
*ArticleHub.ca*



## Contact

### Address

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### Phone

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### E-mail

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### WWW

<https://bold.pro/my/saira-kazim/310r>

## Websites, Portfolios, Profiles

- [www.linkedin.com/in/sairaanwar](https://www.linkedin.com/in/sairaanwar)

## Skills

On-page and off-page SEO techniques

Keyword research and analysis

Understanding of Google algorithms

- Responsibilities:
- SEO and Influencer Marketing Expertise: Specialize in SEO and influencer marketing to optimize content and improve SEO rankings.
- Custom Campaign Design: Design and execute unique, customized campaigns tailored to each client's specific needs and goals.
- Collaborate with Bloggers and Influencers: Work exclusively with bloggers and influencers to stimulate targeted traffic to client websites.
- Quality Content and Relevant Backlinks: Ensure high-quality content and relevant backlinks to boost SEO rankings, leveraging an extensive network of contacts.
- Client-Specific Matching: Carefully select bloggers and influencers who align with the client's target audience and budget.
- Content Creation and Optimization: Create or oversee the creation of compelling content, including articles, infographics, and other media, to support campaign goals.
- Transparency and Communication: Maintain complete transparency with clients, providing live campaign tracking and direct access to work progress.
- Flexible Services: Offer flexible services that adapt to various budgets and client needs.
- Technical Proficiency: Utilize SEO tools (e.g., Ahrefs, SEMrush, Moz), CMS platforms (e.g., WordPress), and basic HTML/CSS knowledge to enhance campaign effectiveness.
- Analytical and Data-Driven Decision Making: Conduct competitor analysis, performance tracking, and reporting to inform data-driven decisions.
- Relationship Building and Outreach: Network with influencers, conduct email outreach, and build strong relationships to support campaign success.
- Project Management: Manage time effectively, prioritize tasks, and collaborate with teams using tools like Trello and Asana.
- Innovative Strategies and Problem-Solving: Develop creative link-building strategies and solve problems to achieve campaign objectives.

LinkedIn Marketing

Link Analysis

Link Building Campaigns

Copywriting

Content strategy development

Guest posting

Proficiency with SEO tools (e.g., Ahrefs, SEMrush, Moz)

Project Management

Sales Navigator

Google Workspace

Office 365

Networking skills

Influencer outreach

Email outreach

Snov/woodpecker/Mailjet /Brevo

Competitor analysis

Performance tracking and reporting

Data-driven decision making

Familiarity with CMS platforms (e.g., WordPress)

Basic HTML/CSS knowledge

Strong written and verbal communication

Negotiation skills

Ability to craft compelling pitches

Time management

2016-04 -  
2023-04

Executive Virtual Assistant

Digital

- Responsibilities:
- Team Management: Lead a team of website developers and SEO specialists, ensuring timely project completion and adherence to quality standards.
- Client Communication: Acted as the primary point of contact for clients, managing all correspondence and ensuring their needs and expectations were met.
- Email Handling: Efficiently managed and organized emails, responding promptly to client inquiries and internal communications.
- Hosting and Website Maintenance: Oversaw website hosting, performed regular maintenance tasks, and resolved technical issues to ensure optimal site performance and uptime.
- Project Coordination: Coordinated various aspects of website development projects, from initial planning to final delivery, ensuring all milestones were achieved on schedule.
- Achievements:
- Successfully improved client satisfaction rates through effective communication and project management.
- Enhanced team productivity by implementing streamlined processes and tools for better collaboration and efficiency.
- Maintained high website uptime and performance through proactive maintenance and quick issue resolution.

2009-11 -  
2022-08

Virtual Assistant, SEO, Wordpress, Content Writing

oDesk

- I started freelancing on Upwork as an internet Marketing Consultant and worked for infect still working for numerous foreign clients in the field of SEO, Wordpress website development, Web Research, Virtual Assistant, Content Writing etc.

2017-05 -  
2018-10

Marketing Manager

Blogdash

- Worked as Marketing manager for around 2

Task prioritization

Team collaboration tools  
(e.g., Trello, Asana)

Identifying high-authority  
websites

Understanding niche  
markets

Competitor backlink  
analysis

Innovative strategies for  
link-building

Problem Solving abilities

Languages

English

Urdu

English

years.

2013-04 -  
2015-01

## Executive Virtual Assistant

AWMEI MANAGMENT GROUP

- I was Virtually Assisting as Business Consultant and Strategist, having responsible to make business strategies, plans, reports, Market Research, presentations for International clients, wordpress website handling, Email response and account handling and SEO.
- My services included, but not limited to, the following:
  - Wordpress Setup, Installation and Maintenance
  - Content Writing / Creation
  - Email Management
  - Online Team Management
  - Social Media Networking
  - Search Engine Optimization
  - Transcription
  - Web Development
  - Web Research
  - Market Research
  - Startup Research
  - Business Development
  - Complete Administrative Assistance
  - Websites Maintenance
  - Project Management
  - Online Marketing
- Specialties:virtual assistance, social media management, blogging, content creation, search engine optimization, Wordpress setup and maintenance.

2012-02 -  
2014-09

## Virtual Assistant

Systems Junction

2013-01 -  
2013-01

## Research Assitant

Fuell Up

2007-11 -  
2009-10

## CSR

PTCL.Official, Lahore

## Education

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2005-01 -

## Bachelor of Commerce (B.Com.):

2007-04

## **Information Technology**

*University of the Punjab, Lahore*

2009-01 -  
2011-04

## **Master of Business Administration (M.B.A.): HRM**

*Virtual University of Pakistan*