

# Sajjad Ali

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**Address:** Al-Fayha, As Sulay , Riyadh, Saudi Arabia

**About me:** I excel in elevating online visibility and organic growth. With over two years of dedicated experience, I specialize in mastering search engine algorithms and crafting data-driven strategies to drive businesses forward. I'm driven by a passion for staying ahead of the game, and consistently delivering impactful results that resonate with clients and stakeholders alike.

## ● WORK EXPERIENCE

Riyadh - On site

**SEO & DIGITAL MARKETING SPECIALIST** MBI لتجهيز المركبات

March 2025 - Present

At MBI, I play a key role in enhancing the company's digital presence and managing its IT infrastructure. I initiated and managed a centralized Google Drive system, ensuring organized, secure, and restricted access to sensitive data, improving data safety and team efficiency. In addition to my SEO and digital marketing duties, I spearheaded the launch of MBI's Amazon business from scratch, developing and executing strategies to create an additional revenue stream and expand the brand's online reach. My responsibilities span keyword research, on-page and off-page optimization, content collaboration, and data-driven strategy planning to elevate online visibility and organic traffic.

Islamabad - On site

**SEO ANALYST** SOFTCRUST PVT LTD

May 2024 - Nov 2024

At Softcrust, I leverage my expertise in SEO to drive growth and visibility for client websites. My responsibilities include in-depth keyword research, on-page and off-page optimization, and staying updated with SEO trends and algorithm changes. I collaborate closely with content creators and developers to integrate SEO best practices. Through meticulous performance analysis and strategic planning, I have enhanced organic traffic, improved search rankings, and contributed to the digital marketing success.

Rawalpindi - On site

**SEO ANALYST** RANK REVO

May 2023 - Apr 2024

As an SEO Analyst at Rank Revo, I drove the improvement of client businesses by researching keywords and applying effective SEO methods. I analyzed website performance to identify areas for enhancement and created tailored strategies to increase online visibility and attract more organic traffic. My experience and understanding of search engine algorithms allowed me to deliver measurable results for clients.

Rawalpindi - On site

**SEO INTERNSHIP** RANK REVO

Feb 2023 - May 2023

During my internship at Rank Revo, I engaged in hands-on learning while actively contributing to various SEO projects. I conducted comprehensive keyword research, implemented on-page and off-page optimization techniques, and analyzed website performance metrics. This immersive experience deepened my understanding of SEO strategies and search engine algorithms, while collaborating with the team further honed my skills in website optimization. My time at Rank Revo provided invaluable learning opportunities, equipping me with practical skills to optimize websites for enhanced visibility and organic traffic growth.

Attock - On site

**EVENT MANAGER** ARTS SOCIETY COMSATS UNIVERSITY

Jun 2022 - Jan 2023

During my tenure as Event Manager at the Arts Club of COMSATS University, I organized diverse artistic events and initiatives, fostering creativity and cultural exchange. I coordinated logistics, collaborated with artists, and created promotional materials to enhance the club's visibility and engagement on campus.

Peshawar - Remote

**SOCIAL MEDIA MANAGER** WECARE WELFARE ORGANIZATION

July 2021 - Dec 2022

During my time at the Wecare Welfare Organisation, I served as a Social Media Manager with a focus on social media management and social media design. Our mission was to utilize various creative approaches to raise awareness and expand our outreach, engaging more individuals in contributing to the betterment of our community.

## ● EDUCATION AND TRAINING

Degree

**BACHELOR OF SOFTWARE ENGINEERING** COMSATS UNIVERSITY ISLAMABAD

2019 - 2023

**Address:** Kamra Road, Attock, Punjab, Pakistan | **Website:** <https://attock.comsats.edu.pk/>

Online Training - Certification

**SEO & DIGITAL MARKETING TRAINING** BY ISKILLS

Jan 2021 - Jul 2021

**Address:** 40-B Model Town, Multan, Punjab | **Website:** <https://iskills.com>

Rawalpindi, Pakistan

**HIGHER SECONDARY SCHOOL CERTIFICATE (ICS- INTERMEDIATE IN COMPUTER SCIENCE)** PUNJAB COLLEGE, RAWALPIND

2016 - 2018

**Address:** 6th Road, Satellite Town, Rawalpindi

## ● DIGITAL TOOLS

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- Keyword Everywhere
- Moz Pro
- Ahrefs
- SEMRush
- Google Search Console
- Screamin Frog SEO Spider
- Google Analytics

## ● SKILLS

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- Detailed and In-Depth Niche/Keywords Research
- On-Page SEO
- Competitive Off-Page SEO
- Local SEO
- E-Commerce SEO
- GMB Optimization
- SEO Audit Report
- Google Ads
- Meta Ads
- SEO Optimized Content Writing
- Event Blogging

## ● LANGUAGE SKILLS

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Mother tongue(s): **Pashto**

Other language(s): **English, Arabic, Urdu/Hindi and Punjabi**

## ● HOBBIES AND INTERESTS

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**Book Reading** I am a continuous learner, who reads books. I mostly read non-fiction books.

**Adventuring** I like to explore new places, foods and cultures.

**Sports and Exercise** I like to play badminton, jogging and going to the gym.

	UNDERSTANDING		SPEAKING		WRITING
ENGLISH	Listening C1	Reading C1	Spoken production B2	Spoken interaction B1	C2
ARABIC	B1	B2	B1	B1	B2

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*