

# HASEEM ASHRAF

## SEO Specialist

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Islamabad, Pakistan

## SUMMARY

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing, Content Strategies, Actionable SEO Audits and increasing conversion rates. Excellent analytical, organizational and decision-making abilities.

## EXPERIENCE

### SEO Specialist

#### Hot Pepper Agency

01/2022 - 10/2022 Florida, USA

- Collaborated with team to investigate critical SEO-related issues and provided impactful solutions.
- Developed and deployed content marketing strategies to improve organic search traffic.
- Analyzed SEO outreach goals and presented findings to marketing director.
- Created brief SEO audits for pitching SEO services to potential prospects.

### Freelancer

#### Fiverr

11/2020 - Present

- Level Two Seller with all 5-star ratings.
- Analyzed website data such as traffic, interactions, conversions and goals to find areas of improvement.
- Measured and evaluated brand digital performance to present weekly findings to management.
- Created content strategies for digital media.

### Affiliate SEO Specialist

#### SELF

2020 - Present

- Went from 0 to 10k traffic in less than a year
- Created a high quality semantically relevant topical map to rank quickly on Google.
- Optimize the website design, technical SEO and website speed score for better user experience.
- Blogger Outreach to gain high quality backlinks

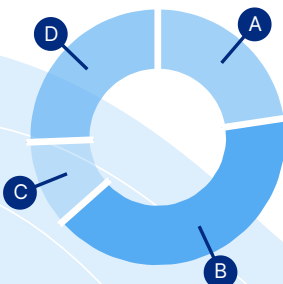
## EDUCATION

### Bachelor of Engineering

#### University of Engineering and Technology Lahore

2017 - 2021 Lahore

## MY TIME



- A Learning about SEO and other forms of digital marketing
- B Freelancing
- C Traveling
- D Managing own websites to try new SEO techniques

## SKILLS

SEO And SEM

Digital Marketing

Content Marketing

Link building

Social media

AI Content Creation

Website Audit

Keywords and Topic Research

Email Outreach and Marketing

Competitor research and Analysis

On Page Optimization

## PASSIONS



Traveling



Youtube Podcasts and Documentaries

## LANGUAGES

English

Proficient

Urdu

Native

## CERTIFICATION

Advanced Content and Social Tactics to Optimize SEO

Coursera

Increase SEO Traffic with WordPress

Coursera

Google Analytics Certification

Google Skillshop

SEO Certified

HubSpot Academy

## TOOLS AND SOFTWARES

Ahrefs

Google Sheets

Google Analytics And Search Console

WordPress

Basic HTML and CSS

Semrush

Screaming Frog

Shopify