SAQIB ALI

Personal Info

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Address:
Street No 3 New Model Town
Gojra, Gojra, 36120 (PK)

Skills

SEO

Shopify Developer

WordPress Developer

Content Writing

Social Media Marketing

Languages

English

Professional Summary

> Results-driven SEO Specialist and WEB Developer with 5+ years of experience in digital marketing, specializing in SEO audits, on-page/technical optimization, lead generation, and content strategy.
>
> Proven track record of increasing organic traffic and improving search rankings for clients across industries. Adept at managing multiple projects, collaborating with cross-functional teams, and delivering data-driven results.

Experience

SEO Manager, Droplogix. Remote
Nov. 2024 - Present

- Manage end-to-end SEO campaigns for diverse client websites, including ShapiroDiamonds.com, OBJktsJewelry.com, MyUmri.com, Empawr, and others, ensuring alignment with business objectives.
- Conduct comprehensive technical SEO audits, identifying critical issues (e.g., crawlability, indexation, site speed) and developing actionable improvement plans.
- Implement data-driven strategies to resolve technical gaps, optimize on-page elements, and enhance off-page authority.
- Deliver detailed monthly performance reports for clients, showcasing KPIs (e.g., traffic growth, ranking improvements) and ROI-driven insights.
- Collaborate with developers and content teams to execute SEO recommendations, ensuring seamless cross-functional integration.

SEO Manager, Albarik. Gojra
Aug. 2024 - Present

- Solely manage the company's entire digital marketing, including SEO, PPC campaigns, email marketing, and web development.
- Design and execute email campaigns to nurture leads and drive conversions, leveraging automation tools for targeted outreach.
- Develop and maintain the company website, ensuring optimal performance, speed, and mobile responsiveness.
- Run PPC campaigns (e.g., Google Ads, Meta) with A/B testing to maximize ROI and reduce cost-per-acquisition.
- Implement end-to-end SEO strategies including keyword research, on-page optimization, and technical fixes to improve organic rankings.

Freelance Web Developer, Fiverr.
Dec. 2023 - Present

- Deliver custom WordPress and Shopify solutions for global clients, specializing in:
  - Front-end development (HTML5, CSS3, Bootstrap, JavaScript, Liquid)
  - Back-end customization (PHP for WordPress, Shopify APIs)
  - Responsive design, theme customization, and performance optimization
- Maintain a 4.9/5 star rating across 30+ projects by ensuring clean code, on-time delivery, and proactive client communication.
- Collaborate with clients to translate business needs into scalable, user-friendly websites/e-commerce stores.

SEO Executive, Jardine. Gojra, Punjab
Jan. 2023 - Sep. 2024

- Spearheaded SEO strategies for multiple websites including Gameover.pk, Gameoverstore.co.uk, Loft25.pk, Gardenistauk.com, and WeAreJardine.com, improving organic rankings and traffic.
- Transitioned to B2B Marketing due to organizational needs, managing outreach campaigns, lead generation, and sales support to drive business growth.
- Performed web development tasks, including the development of WeAreJardine.com and optimizing website speed across platforms to enhance user experience and SEO performance.
- Conducted keyword research, on-page/off-page SEO, technical audits, and competitor analysis to align with best practices and business goals.
- Collaborated with cross-functional teams to integrate SEO insights into content and marketing strategies.

Mobile Software Technician , My Phone LAB. Gojra
Jun. 2015 - Dec. 2020

- Diagnosed, repaired, and flashed software/firmware for 1000+ mobile devices (Android/iOS), resolving complex software issues and customer complaints.
- Independently managed GSM-File.net, a firmware repository website, handling:
  - Uploading and organizing mobile firmware files for public access
  - Teaching myself SEO through hands-on experiments (on-page optimization, backlinking, technical SEO)
  - Analyzing traffic patterns and iterating strategies to grow organic reach
- Assisted customers with data recovery, unlocking, and troubleshooting while maintaining repair documentation.

Education

M.c High School Gojra
High School Diploma, Computer, 2014

Certifications

- Google Analytics Individual Qualification (Google)
- Fundamentals of Digital Marketing (Google)
- WordPress Custom Theme Development (Udemy)

Training

- Build a Full Website using WordPress
- Wordpress 4.x Custom Theme Development
- Abdul Wali SEO
- Amit Tiwari SEO