



# MUAHMMAD ZULKAIF MUBARAK

## SENIOR SEO SPECIALIST

### PROFILE

I am an Experienced Digital Marketing Analyst specially SEO expert with a proven track record in driving organic traffic and developing diverse websites. Over the 5 years, I have successfully generated many unique users through strategic SEO and SEM initiatives. My expertise extends to SEO, Social Media Marketing, and Website Development through WordPress CRM. By age 20, I had developed 3+ websites and worked on 25+ multiple existing websites & social networking platforms. Passionate about leveraging digital strategies to enhance online presence and user engagement in the information technology and services industry.

### WORK EXPERIENCE

#### Softoholic | UK | Remote

##### SEO Manager & Specialist

FEB 2023 - MAY 2024

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
- Monitor brand consistency across marketing channels and materials.
- Pages creation, Handle Pagination and Speed and page optimisation.
- On page and Off page and technical seo audit and prepare a report.
- Prepare a report for the client- Weekly reporting and analyze or make a strategy for next week after reporting.
- Handling SEO tools SEMrush, MOZ, Screaming frog, Keyword Everywhere and many more

#### Enzipe | On site | Pakistan

##### Senior SEO Expert

Sep 2022- Jan 2023

- Keyword research, on-page and technical optimization, link building, and analytics, work to improve rankings, drive organic traffic, and enhance the overall user experience. '
- Handling SEMrush, Webmaster and Google Analytics
- SEO Specialists stay current with industry trends, adapt to algorithm changes, and collaborate with content creators and developers to implement effective strategies that align with business objectives.
- PBN setup and solve all technical issues - Tool based sites.
- Main focus to make best strategy which will fruitfull in limited time.

#### ZeeDimension | Remote (UAE)

##### SEO Exective & Consultant

July 2022 - Sep 2022

- Sites Audit & Image Structure
- On-Page Optimization, Link Building on high metric sites
- Web 2.0 Strategies, Broken Links & Lost Links, Performance Tracking
- Content Gaping, Guest Posting and Outreaching, Web 2.0 .
- Handle Multimarket International Project.
- Stay Up to Date on SEO trends, algorithm updates..

### CONTACT

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[LinkedIn](#)

466 Bordsley GRN, Birmingham

### EDUCATION

Jan 2023-April 2024

UNIVERSITY OF HERTFORDSHIRE,  
UNITED KINGDOM

Msc Management with Digital Marketing

2017-2021

GOVERNMENT COLLEGE UNIVERSITY  
FAISALABAD, PAKISTAN

Bachelor of Information Technology

### SKILLS

- On Page SEO
- OFF Page SEO
- Technical SEO
- International SEO
- Local SEO
- Schema markup
- Knowledge about HTML
- Knowledge about CSS
- Speed Optimization
- Keyword Research
- Link Building
- Analytics and Data Analysis
- WordPress
- Content Strategy
- Social Media Marketing
- Content writing & Content Planning
- Understanding Search Algorithms

- Google Analytics
- Google Search Console
- Google tag manager
- Analytics & Reporting
- PBN Site Setup
- Facebook Ads
- Google AdWords setup
- Email Marketing
- SEO Reporting
- All types of Schemas
- Good Knowledge about Persona & ROI

## STRENGTHS

- Smart Working
- Time Managing
- Confident
- Make a strategy and execution
- Learning ability
- Focus on Google updates

- Improve user experience and implement SEO initiatives.
- Analyzing and optimizing a website according to google algorithm.

### Smart Leading Solution | On-site | Pakistan (Lahore) Multinational Company

SEO Executive

April 2021- July 2022

- Define, Manage and execute SEO strategies for complete websites
- Continuously Competitor analysis & Build Strategies for getting good results
- Keyword Research and monitoring of keywords.
- Regularly recommendation to changes in website, content, Internal and outbound links to improve website ranking and keywords position
- Weekly Reporting
- On Page , Off Page (Linkbuilding) and outreaching
- Content Gaping: How can cover lost links
- Resolving Blogging site issues, Content Planning
- Site Audit And How to resolve Technical Issues

### Edookan | On site | Pakistan (Lahore)

SEO Specialist

Sep 2019 - Jan 2021

- Off Page SEO (Link building)
- Local SEO, Competitor analysis, Site audit, Reporting,
- Understand the client’s requirements and guide the client properly
- Speed optimization and all technical issues handle
- On Site SEO, Keyword Research & Niche Research.
- Worked with Google Search Console, Google Analytics, SEMRush, Ahref and MOZ
- Measure and report on organic traffic, Ranking, and backlinks generated.
- Site Audit, and optimized content for better performance.