

— MAJID BASHARAT —

SEO MANAGER

CONTACT

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PROFILE

Results-driven SEO Manager with a proven record of enhancing website performance through strategic SEO practices. Proficient in optimizing websites for search engines, equipped with up-to-date knowledge of industry trends. Strong analytical skills, complemented by experience in keyword research, traffic analysis, and effective on-page and off-page optimization strategies. Skilled in collaborating with cross-functional teams to ensure optimal content for search engine visibility. Committed to driving traffic, enhancing visibility, and achieving exceptional website results. Implements strategic and tactical marketing campaigns to drive engagement and sales. Bringing solid history of success in boosting program operations efficiency, conversion rates and performance. Well-versed in both online and traditional marketing approaches.

SKILLS

- TECHNICAL SEO
- ON-PAGE SEO
- OFF-PAGE SEO
- KEYWORD RESEARCH
- KEYWORD GENERATION
- AHREFS
- SEMRUSH
- SCREAMING FROG
- GOOGLE SEARCH CONSOLE
- GOOGLE ANALYTICS

EXPERIENCE

SEO Manager

PROLIGHTING, New Hudson, Michigan

06/2023 - Present

- **Strategic Keyword Expertise:** Adeptly navigating the realm of keyword research and analysis, pinpointing the most pertinent and impactful keywords to guide our content optimization initiatives.
- **Optimization Virtuoso:** Excelling in optimizing website content, landing pages, and product descriptions to amplify search engine visibility, enrich user experiences, and elevate conversion rates.
- **Meticulous Performance Analyst:** Diligently utilizing cutting-edge SEO tools and analytics platforms to scrutinize

- GOOGLE ADWORDS
- LINK BUILDING
- SITE AUDIT
- LINK BUILDING
- CASCADING STYLE SHEETS (CSS)
- HTML5
- PHP
- MONGODB
- MYSQL
- MAGENTO
- CRM SOFTWARES
- WORDPRESS
- SHOPIFY
- MICROSOFT OFFICE
- GOOGLE SHEETS
- GOOGLE DOCS
- GOOGLE ADWORDS
- DATABASE MANAGEMENT
- TEAM MANAGEMENT
- EFFECTIVE TEAM LEADER
- COMMUNICATION SKILLS
- G-SUITE
- ADVANCE ANALYTICAL THINKING SKILL
- CRITICAL THINKING
- PROBLEM SOLVER
- ABILITY TO WORK UNDER PRESSURE
- EFFECTIVE TIME MANAGEMENT
- TEAM LEADERSHIP
- MULTIPLE DOMAINS

website performance. Through vigilant tracking of Key Performance Indicators (KPIs), contributing to well-informed decision-making and continual optimization.

- **Industry Insights Maven:** Staying attuned to evolving industry trends and algorithmic updates, aligning strategies seamlessly with current dynamics while unwaveringly adhering to search engine guidelines.
- **Collaboration Catalyst:** Facilitating seamless collaboration with content creators, ensuring the seamless integration of compelling, SEO-friendly content, spanning from engaging blog posts to persuasive product descriptions.
- **Competitor Analysis Pro:** Demonstrating consistency in conducting thorough competitor analyses, extracting valuable insights to align with industry trends and uphold best practices effectively.
- **Cross-Functional Partnership:** Forging robust partnerships with the development team to ensure the harmonious integration of SEO best practices into website architecture, speed enhancements, and mobile optimization strategies.
- **Insightful Reporting:** Delivering insightful reports regularly, shedding light on SEO performance trends. These comprehensive analyses provide actionable recommendations for achieving overarching improvements in visibility and traffic.

SEO Expert

Remit Choice, Gujranwala, Pakistan

September 2022 – June 2023

- I was a highly skilled SEO Expert with a profound understanding of optimization, consistently delivering exceptional results.
- Analyzed and audited clients' websites to address performance issues.
- Executed tests and collected and analyzed data to identify trends and insights and achieve maximum ROI in paid search campaigns.
- Developed and implemented quality link-building strategies.
- Maintained knowledge of current market trends and algorithm updates of top search engines.
- Collaborated with editorial and marketing teams to drive SEO in content creation and content programming.
- Provided detailed reporting and analyses on client website demographics and statistics using Google Analytics.
- I conducted comprehensive analyses of website traffic and user behavior, strategically devising plans that led to substantial increases in visibility and traffic.
- My technical SEO skills were robust, covering website architecture, mobile optimization, speed enhancements, crawlability improvements, and schema markup

- MUTITASK MANAGER
- WEB ANALYTICS
- DATA DRIVEN
- ORGANIC SEARCH
- PROJECT MANAGEMENT
- DATA DRIVEN
- DIGITAL MARKETING
- FAST LEARNER
- SEARCH ENGINE
- OPTIMIZATION

EDUCATION

Bachelor of Science (BS),

Computer Science.

GIFT University

2021

F. Sc Pre-Medical

Punjab College - Gujranwala

2015

Matric in Science Group

Jadeed Dastgir Ideal High School

– Gujranwala

2013

implementations. I demonstrated a unique ability to convey intricate SEO strategies to both technical and non-technical team members, clients, and stakeholders, fostering clear understanding and alignment.

- In a leadership capacity, I effectively led and managed an SEO team, delegating tasks and meticulously tracking progress to ensure projects were completed promptly. My collaborative approach with content creators proved successful in driving organic traffic through content marketing initiatives.
- I possessed a keen eye for identifying opportunities and leveraging diverse tools to implement effective solutions. The hallmark of my tenure was consistently delivering outstanding results, always remaining ahead of industry developments and adapting strategies to stay at the forefront of the field.

SEO Executive

Skyscrapers, Islamabad, Pakistan

August 2021 – August 2022

- I successfully implemented and meticulously monitored high-impact SEO strategies for various websites and businesses. My proactive approach ensured that these strategies translated into tangible results.
- Provided detailed reporting and analyses on client website demographics and statistics using Google Analytics.
- Executed tests and collected and analyzed data to identify trends and insights and achieve maximum ROI in paid search campaigns.
- Optimized copy and landing pages for search engine marketing purposes.
- Managed campaign expenses to stay on budget, estimating monthly costs and reconciling discrepancies.
- I conducted thorough keyword research, delved into traffic patterns and user behaviors, and skillfully devised comprehensive on-page and off-page strategies. This holistic approach consistently drove increased visibility and engagement.

VISA / SPONSORSHIP STATUS

Visa required to work in office.

AVAILABILITY

Immediately available for remote work.

- My collaboration with content creators and developers was seamless, resulting in the creation of optimized content that resonated effectively with both audiences and search engines.
 - I maintained a vigilant watch over website performance, offering insightful reports that not only highlighted successes but also identified areas for improvement.
 - By fostering effective collaborations with colleagues, I ensured that I remained well-informed about the latest industry trends. This commitment to staying up-to-date further enriched my strategies, making sure that my approach was always at the cutting edge of the ever-evolving SEO landscape.
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