

Aamir Ilyas

Blockchain Marketing Expert | SEO Expert | SEO Analyst | Expert In The Field Of GAMEFI, NFTs, And Metaverse Marketing | Outreach Expert

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As an SEO Expert with more than five years of experience working in various industries, I have demonstrated success in several fields. Strong marketing professional skilled in Search Engine Optimization, Content Marketing, Social Media Optimization, Email Marketing, Management, and Account Management.

Work Experience

Search Engine Optimization Team Lead

SummitCrew - Lahore

May 2023 to Present

As an SEO Team Lead, responsible for:

Developing and implementing SEO strategies

Managing a team of SEO professionals

Conducting keyword research and competitor analysis

Staying updated with industry trends and algorithm changes

Conducting thorough keyword research and competitor analysis

Monitoring and optimizing website performance for improved organic search rankings and increased traffic

Collaborating with other departments to ensure SEO best practices are integrated into content creation and website development

Analyzing data and providing insightful reports to track progress and identify opportunities for optimization.

As an SEO Team Lead, responsible for: Developing and implementing SEO strategies Managing a team of SEO professionals Conducting keyword research and competitor analysis Staying updated with industry trends and algorithm changes Conducting thorough keyword research and competitor analysis Monitoring and optimizing website performance for improved organic search rankings and increased traffic Collaborating with other departments to ensure SEO best practices are integrated into content creation and website development Analyzing data and providing insightful reports to track progress and identify opportunities for optimization.

Skills: Landing Page Optimization · E-Commerce · WordPress · Keyword Research · Search Engine Optimization (SEO)

SEO Expert

NOBORDER.z INNOVATIONS - Lahore

March 2022 to May 2023

Implementing a comprehensive digital marketing strategy using SEO, Google Ads, Social Media, Email Marketing, and Content Marketing.

- Developing and executing a strong performance marketing strategy

- Develop and manage digital prospecting and remarketing campaigns
- Plan, execute, and optimize key traffic KPIs through paid, organic, and own media
- Identifying and testing new channels to continue to meet or exceed established critical metrics
- Share ideas, and feedback, and present results with management to improve funnel conversions.

Skills: Search Engine Optimization (SEO). Search Engine Optimization (SEO). Blockchain Marketing. Mass Email Marketing.

Search Engine Optimization Specialist

Edward Milton & Co - Lahore

June 2020 to March 2022

Working On SaaS / B2B Global Projects, and Some UK Local Projects.

Skills: B2B Marketing · Digital Marketing · Search Engine Optimization (SEO) · Social Media Marketing · Search Engine Marketing (SEM) ·

Skills: Landing Page Optimization · Advertising

SEO Expert

Continental Call Centre Pvt. LTD - Lahore

April 2018 to May 2020

Roles and responsibilities included:

- Execute on-page optimizations
- Research and analyze competitor advertising links
- Creating high-quality Backlinks using ethical SEO Techniques.
- Develop new SEO tests and strategies
- Conduct onsite and offsite technical audits; identify issues and opportunities; implement fixes and updates using SEO best practices
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
- Finding and scheduling daily social media posts for Facebook, Instagram and Twitter.
- Identifying powerful keywords to drive the most valuable traffic using SEMRUSH, Ahrefs
- Website and Keyword Analysis

Rollout Executive Engineer

DWP Technologies PVT LTD - Lahore

January 2017 to March 2018

- Roles and responsibilities included:
- Done a Project Successfully with Unilever Pakistan LTD.
- Deployment of Software on Computer Systems as well as Mobility.
- Train the trainees about "How to use that particular software".
- Manage all Motilities and Systems Accordingly.

Medical Billing

Active Key Solutions - Lahore

December 2015 to November 2016

- Obtaining referrals and pre-authorizations as required for procedures
- Checking eligibility and benefits verification for treatments, hospitalizations, and procedures.
- Reviewing patient bills for accuracy and completeness, and obtaining any missing information.

- Preparing, reviewing, and transmitting claims using billing software, including electronic and paper claim processing.
- Identifying and billing secondary or tertiary insurance.
- Reviewing accounts for insurance of patient follow-up.
- Researching and appealing denied claims.
- Setting up patient payment plans and work collection accounts.
- Updating billing software with rate changes.

Education

Bachelor's in Software Engineering

Imperial College of Business Studies Lahore - Lahore
2012 to 2016

Intermediate in Science

Inn Higher Secondary School Muzaffar Garh
2010 to 2012

Misali Public School Raiwind - Lahore, PK
2008 to 2010

Skills

- Proficient with Microsoft Office.
- Strong communication skills.
- Excellent ability to adapt to difficult situations.
- Capable problem solver.
- Leadership skills.