

# Abdul Hanan, MSc AI

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## Employment

### Senior SEO Manager Sep 2018 – Present

E-Mod Marketing

- Lead SEO efforts for a diverse portfolio of clients, including prominent eCommerce and D2C brands.
- Conduct comprehensive Technical and UX Audits to identify opportunities for improving website performance and user experience, leveraging tools like SEMRush, Screaming Frog, and Google's webmaster suite.
- Develop and implement tailored On-Page and Off-Page SEO strategies to drive organic traffic, improve search engine rankings, and enhance online visibility.
- Demonstrate proficiency in Shopify SEO, leveraging deep understanding of the platform's limitations and opportunities to optimize client websites for maximum performance.
- Collaborate closely with Strategy Managers to translate client objectives into actionable SEO deliverables, ensuring alignment with budgets and timelines.
- Proactively identify growth opportunities and emerging trends in the SEO landscape to expand channels and drive continuous improvement.
- Generate insightful reports using Google Looker Studio, analyzing data from Google Search Console and Google Analytics to monitor performance, identify trends, and provide actionable recommendations.
- Lead client workshops to uncover nuances and insights, informing strategic SEO decisions and fostering collaborative partnerships.

### Ecommerce Coordinator Jun 2021 – Nov 2022

i2c Inc.

- Production services verification and ensuring successful delivery.
- Problem Management (Reporting, Logging, and Tracking till resolution).
- Data analysis (database and logs) and reconciliation of data.
- SLA Management (Maintaining Service Level Agreement for clients).
- Prepare Business Matrix and Reports for Higher Management.
- Maintain different matrix/data to support our daily operations.

## Skills

- Advanced On-Page and Off-Page SEO strategies.
- Technical audits using SEMRush, Screaming Frog, and Google tools.
- Proficient in Shopify SEO optimization.
- Generating insightful reports with Google Looker Studio.
- Analyzing web performance metrics from Google Analytics.

## Education

### Master of Artificial Intelligence

University of Huddersfield  
Jan 2023 – Jan 2024

### Bachelor of Computer Science

University of Central Punjab  
Oct 2018 – Oct 2022

## Projects

### Convolutional Neural Network Architecture for Detection of Missing Bolts from Train Wheel-set by Network Rail UK

Developed a computer vision-based system to detect and classify missing bolts using LLM, Small Model and image processing.

### Math-Hub Using AR

Working on an educational app which helps High School Students to understand concepts of mathematics with visual implementation and test themselves in the app given questionnaire. Using Unity3D and Vuforia for development of this application in Augmented Reality.

### Design Resort Model

Build a Resort model with animations in Autodesk 3ds max as my term project with biped and ripple effects.