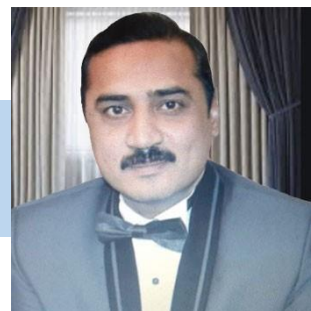


Maqsood Ahmed

SEO Specialist – Technical SEO – Local SEO – On Page Optimization
Ethical Link Building – Keyword Research – Content Writing – Competitor
Analysis – Team Management



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I am a qualified and experienced SEO specialist with a proven track record of improving organic traffic sales and brand impressions. I take pride in achieving a significant 30% increase in average organic sales turnover within the first year of my efforts. 10+ years of experience in developing search engine strategic plans, execution, and team management. I have optimized large, medium, and small-scale websites from different niches like B2B, B2C, Professional Services, SaaS Products, Legal Industry, and Accountants.

Primary Skills

- ✓ SEO Strategy Development: Ability to create comprehensive SEO strategies tailored to specific goals and target audiences
- ✓ Keyword Research: Proficiency in conducting keyword research to identify high-value keywords and phrases for optimization.
- ✓ On-Page Optimization: Knowledge of optimizing website content, meta tags, headings, and other on-page elements to improve search engine rankings.
- ✓ Off-Page Optimization: Understanding of off-page SEO techniques such as link building, social media engagement, and influencer outreach to enhance website authority and visibility.
- ✓ Technical SEO: Familiarity with technical aspects of SEO including website structure, site speed optimization, mobile optimization, and schema markup.
- ✓ Analytics and Reporting: Ability to analyze SEO performance metrics using tools like Google Analytics, Search Console, and various SEO platforms, and to generate reports to track progress and identify areas for improvement.
- ✓ Team Leadership: Experience in managing and leading SEO teams, providing guidance, mentorship, and support to team members to ensure successful execution of SEO strategies.
- ✓ Project Management: Strong organizational skills to effectively manage multiple projects, prioritize tasks, and meet deadlines within budget constraints.
- ✓ Continuous Learning: Commitment to staying updated with the latest trends, algorithms, and best practices in SEO to adapt strategies accordingly and maintain competitive advantage.
- ✓ Communication Skills: Excellent verbal and written communication skills to effectively communicate SEO strategies, insights, and recommendations to stakeholders, clients, and team members.

Experience Details

Employer: **McQueens Digital** – London, UK - Location: Hybrid

Designation: **SEO - Digital Marketing Manager**

Duration: 2.5 Yrs (Jan 2022 – Present)

Job Descriptions

McQueen's Digital is a UK based digital agency. I have managed & supervised SEO, PPC and digital marketing department, team, and client management. Mainly I was responsible for strategy planning, execution, monthly reporting, and communication.

Reference URLs:

- ✓ <https://www.mcqueensdigital.com/>
- ✓ <https://www.lightsounds.com.au/>
- ✓ <https://www.netlawman.co.uk/>
- ✓ <https://godivachocolates.co.uk/>
- ✓ <https://www.clc-london.ac.uk/>
- ✓ <https://leevalleysolicitors.co.uk/>

Applied Skills

SEO Team Management, Client Management, Keywords Research, Strategic Planning, On-Site Optimization, Off-site Optimization, Link Building, Local SEO, Technical SEO, Google Search Console, Google Analytics, Social Media Marketing, Pay per click campaigns, Content Development

Tools: SEM Rush, SpyFu, SEO Moz, Google Analytics, Google Search Console, XML Builder, ChatGPT, Wordpress, HubSpot

Employer: **ProfitSolv Corporation** – Tennessee, USA - Location: Remote

Designation: **Digital Marketing Manager**

Duration: 7 Yrs (Feb 2017 – Present)

Job Descriptions

Managing digital marketing, paid social media and paid search campaigns to generate leads from organic and paid advertising channels. Lead gen campaigns from Google, Bing, LinkedIn, Facebook, and other channels. Under the umbrella of ProfitSolv, I am primarily responsible for four B2B SaaS business units:

- ✓ <https://www.lawruler.com/> - Legal CRM for law firms and lawyers
- ✓ <https://www.mangopractice.com/> - Accounting practice management software

- ✓ <https://www.clearviewsocial.com/> - Employee advocacy software
- ✓ <https://www.titletap.com/> - Legal marketing for law firms
- ✓ <https://www.timesolv.com/> - Legal billing and time tracking software for law firms and lawyers

Applied Skills

- ✓ Paid Search Ads, Search Engine Optimization, Organic and Paid Social Media Marketing, Keywords Research, Content Development, Google
- ✓ Ads, Bing Ads, Lead Gen Campaigns, Branding & Engagement
- ✓ Campaigns, LinkedIn Ads, Facebook Ads, Strategic Planning, Website
- ✓ Optimization, Data Analysis, HubSpot, Google Analytics, Google Search Console, Google Tag Manager, Wordpress, Performance Reports

Employer: **Net Lawman** –UK - Location: Remote

Designation: **SEO Manager**

Duration: 2 Yrs (Jan 2015 – Jan 2017)

Job Descriptions

It's a UK based legal firm that sells online legal documents to lawyers, direct consumers, and the legal community. I have managed SEO, PPC and affiliate marketing departments and execute pay per click campaigns with Google, Bing and social media.

URL: <https://www.netlawman.co.uk>

Applied Skills

SEO and PPC Team Management, Website audit/analysis, On-page SEO, Quality link building, Local SEO, Organic planning, Website structure optimization, Content development, Blog optimization, Improving Internal linking, competitor analysis, Keyword research, Google and Bing ads campaigns, Strategic planning for sustaining and improving the keyword ranks for long term positions