

# DAYAM ALI ASLAM

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## PROFILE

Results-oriented SEO specialist with over 5 years of proven experience in optimizing digital presence. Successfully elevated organic search rankings for a leading ecommerce brand, catapulting 10+ high-competition keywords from page 3 to Top 5. Achieved a remarkable 21% increase in organic traffic. Excels in project management, leveraging strong analytical skills and comprehensive technical SEO expertise. Eager to contribute as an SEO Strategist, bringing a track record of delivering measurable success in competitive online landscapes.

## KEY COMPETENCIES

### Web Development:

- Strategy and Analysis:
- Critical thinking skills
- E-A-T expertise, Target audience analysis
- Content strategy, development, planning
- Image optimization
- Domain management and strategy
- Campaign/content calendars
- Log file analysis, DNS, and CDN management

### Technical Proficiency:

- Ryte, Deepcrawl, Screaming Frog, Ahrefs, Searchmetrics, Semrush, Sistrix.
- Google Search Console, Google Analytics, MS Excel.

### Content and Copywriting:

- Writing informational and reader-friendly reports
- Copywriting skills, SEO editing skills
- Web design skills, UX skills

### SEO Techniques:

- A/B testing, On-page SEO, Off-site SEO, CRO
- Schema markup, Link building, Keyword research, Competitor analysis
- Guest posting

### Marketing Skills:

- Email Marketing
- Cold Emailing

## PROFESSIONAL EXPERIENCE

### SEO AND IT MANAGER

Skyray Ventures

DEC 2019 - SEP 2023

As a leader in the company, I spearheaded impressive growth, achieving a 6 million-dollar milestone within three years through comprehensive marketing strategies. My role encompassed overseeing the design, development, deployment, and maintenance of websites in alignment with company objectives. Additionally, I managed media outlets owned by the company, implementing effective strategies to enhance brand awareness. My responsibilities extended to developing optimization strategies that significantly increased the company's online presence. I conducted thorough research on SEO keywords to strategically integrate them throughout the company's website and marketing materials. I also set measurable goals to demonstrate continuous improvement in marketing efforts, contributing to the overall success and expansion of the business.

- Spearheaded the design, development, deployment, and maintenance of websites, ensuring alignment with industry standards and client requirements.
- Managed and strategized Media Outlets, implementing initiatives that significantly contributed to Brand Awareness.
- Formulated and executed optimization strategies resulting in notable improvements in the company's search engine rankings.
- Conducted in-depth SEO keyword research, implementing findings across the company's digital presence and marketing materials.
- Established and tracked measurable goals, showcasing tangible enhancements in overall marketing effectiveness.
- Monitored daily performance metrics, providing valuable insights into the effectiveness of SEO strategies and suggesting continuous improvements.
- Updated website content and links to maximize optimization and improve search engine rankings.
- Led outreach, link-building, and email marketing efforts, amplifying the company's online presence.
- Applied social media strategies to enhance brand visibility and engagement.
- Conducted training sessions for the team, fostering a culture of continuous learning and skill development.

## WEB DEVELOPER

Designs Valley

JUN 2018 - JUL 2019

As a dedicated Web Developer at Designs Valley, I immersed myself in a dynamic and collaborative environment, contributing to the success of numerous web projects. During my tenure, my key responsibilities included:

- Collaborated with clients to understand website design preferences and functional requirements.
- Designed and built engaging and user-friendly front-end interfaces for websites.
- Created website architecture for seamless navigation and optimal user experience.
- Managed the back-end, incorporating database and server integration for robust functionality.
- Customized WordPress themes and plugins to meet specific client needs.
- Conducted thorough website performance tests for optimal speed and responsiveness.
- Proactively identified and resolved content issues to maintain high-quality functionality.
- Conducted comprehensive WordPress training sessions for clients.
- Diligently monitored live website performance, promptly addressing any potential issues.

## EDUCATION

### YORK ST. JOHN UNIVERSITY LONDON

MSc in Digital Marketing

SEP 2023 - SEP 2024

### UNIVERSITY OF EOUCATION. LAHORE

Bachelor of Science (Honours): Information Technology

APR 2019 - JAN 2022

### ISLAMIA COLLAGE CIVIL LINES LAHORE

Fsc Pre-Engineering

APR 2019 - JAN 2022

## SKILLS & TOOLS

- Technical SEO Knowledge
- Keyword Research
- On-Page Optimization
- Content Creation and Marketing
- Link Building
- Analytics and Data Analysis
- Local SEO Knowledge
- Mobile Optimization
- Adaptability and Continuous Learning
- Communication Skills
- Project Management
- Problem-Solving Skills
- Google Analytics
- Google Search Console
- SEMrush
- HTML, CSS, JS, Bootstrap & Wordpress
- Ahrefs
- Moz
- Yoast SEO (WordPress Plugin)
- Screaming Frog SEO Spider
- BuzzSumo
- SEOptimer
- Ubersuggest
- SpyFu
- Majestic SEO
- WooRank
- Google Trends
- Grammarly
- HubSpot's Website Grader
- PageSpeed Insights
- Canva
- CPanel

## REFERENCES

AVAILABLE UPON REQUEST