

# **Jaweria Razzaq**

## **Experience# SEO**

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## **Objective:**

A highly skilled SEO Expert with a proven track record of delivering outstanding results through comprehensive SEO strategies. Seeking an opportunity to leverage my expertise in search engine optimization to drive organic growth and enhance online presence.

## **Professional Experience:**

### **Previous company -SEO Team Lead Full Duplex PVT LTD**

- Led a team of SEO professionals in implementing on-page and off-page optimization strategies to improve website rankings and organic traffic.
- Conducted in-depth keyword research, competitor analysis, and technical site audits to identify opportunities for improvement.

- Developed and executed content strategies, ensuring high-quality, SEO-optimized content creation.
- Managed link-building efforts, including social bookmarking, web 2.0, and forum participation.
- Monitored and reported on website performance using tools like Google Analytics and Search Console.

## **Previous companies-SEO Specialist Pak**

### **Travels:**

Optimized on-page elements such as meta titles, descriptions, and headers to improve click-through rates and search engine rankings.

- Collaborated with content creators to produce keyword-rich, engaging content that resonated with target audiences.
- Conducted regular SEO audits, identifying and resolving technical issues to enhance website performance.
- Implemented successful off-page strategies to increase backlinks and domain authority.
- Utilized SEO tools, such as Moz and SEMrush, to analyze data and track progress.

### **Google My Business:**

Google My Business Expert with 5+ years of experience in managing and optimizing Google My Business listings for businesses of all sizes. Proven track record of success in increasing website traffic, generating leads, and boosting sales. Expertise in all aspects of Google My Business, including listing creation and optimization, review management, and local search marketing.

## **E-Commerce & Business SEO Marketing Experience:**

Results-oriented e-commerce and business SEO marketing expert with 5+ years of experience. Proven track record of success in increasing organic traffic, ranking websites in top search results, and generating leads and revenue for clients. Strategic and data-driven approach to SEO. Collaborative team player.

## **Business Development:**

- I have been using Upwork for 2 years now, and I have found it to be a great platform for finding business development opportunities. I have worked with clients from all over the world, and I have helped them to achieve their business goals through a variety of strategies, including:
- Lead generation: I have helped clients to generate leads through a variety of channels, including social media, email marketing, and content marketing. I have also helped them to develop and implement lead nurturing strategies to convert leads into customers.
- Sales and marketing strategy: I have helped clients to develop and implement sales and marketing strategies that are tailored to their specific industry and target audience. I have also helped them to track and measure the results of their sales and marketing efforts.
- Partnership development: I have helped clients to identify and develop partnerships with other businesses in their industry. This has helped them to reach a wider audience and to generate new business opportunities.

## **Education:**

Bachelor of Information Technology from University of sargodha  
From Lahore ,Pakistan.

## **Certifications:**

- CCNA
- CCNP
- Google sketchup
- Adobe photoshop
- Google Ads Certified

## **Skills:**

- On-Page and Off-Page SEO
- Keyword Research
- Content Strategy
- Technical SEO Audits
- Link Building
- SEO Tools (e.g., Moz, SEMrush)
- Google Analytics
- Competitor Analysis
  - Google My Business listing creation and optimization
  - Review management
  - Local search marketing

## **References:**

**Name#** Arif Gul:

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