

Muhammad Ahmad

S/O: Shokat Ali

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Seeking assignments in SEO & Digital Marketing field with reputed organization

Objective:

To achieve my knowledge, I contribute my skills and capability by working in a dynamic organization that price itself in given substitution responsibility to new talent.

As a bright ambitious person, I enjoy working in a fast paced, highly motivating position where I can assist others while challenging and expanding my knowledge and understanding of the task at hand. I am seeking a position that will utilize my skills and offer the chance for advancement as well as allow me the opportunity to gain additional skills and experience.

Core Competencies:

On Page	Off Page	Extra Skills
<ul style="list-style-type: none">▪ SERP Research▪ Onsite SEO▪ Keyword research & analysis▪ Heading Tags▪ Image Alt Tags▪ Viral Internet Marketing▪ SEO strategies▪ Search Engine Submission▪ Schema Tag Optimize▪ Site map submission▪ Tag Manager▪ Site architecture▪ Optimize for mobile▪ fast load times	<ul style="list-style-type: none">▪ Offsite SEO▪ Guest Posting, Outreach▪ Wikipedia content writing▪ Social Media Management▪ White Hat SEO▪ local citations▪ Web 2.0/Link wheel▪ Ads writing▪ Link Building▪ Content Optimization▪ Google Analytics▪ Content Marketing▪ Google webmaster tools▪ Traffic generation▪ Article submission	<ul style="list-style-type: none">▪ MS Word, Excel, Outlook▪ Amazon, ebay etc▪ Liaison between officials▪ Marketing Management▪ Brand Management▪ HR Management▪ Documentation▪ Performance Optimization▪ Risk Management▪ Team Leadership▪ Twitter Campaign manage▪ LinkedIn Campaign manage▪ Facebook Campaign manage▪ WordPress Customization▪ WordPddress Development

Personal Information:

▪ Father Name:	Shukat Ali
▪ Date of Birth:	7-Aug-1997
▪ NIC No.	35202-6632107-9
▪ Religion:	Islam
▪ Domicile:	District Lahore
▪ Nationality:	Pakistan
▪ Marital Status:	Single
▪ Blood group:	AB+

Qualification:

■ Bachelor:	Punjab University
■ Intermediate:	Government Islamia Civil Line College, Lahore
■ Matriculation:	Government Muslim Model High School, Lahore
■ Middle:	City Lycum School, Lahore

Working Experiences:

➤ 2 years Working at CryptoJobs.com as SEO Specialist

- Lead and actively participate in internal strategy meetings to define and execute the most effective and impactful SEO strategies.
- Oversee the budget allocation for SEO campaigns, ensuring efficient resource management.
- Devise optimization strategies to enhance the website's search engine ranking and fulfill other assigned responsibilities.
- Formulate and execute comprehensive SEO strategies to drive visibility and engagement.
- Conduct in-depth keyword research and establish a well-structured content calendar.
- Proactively identified and addressed technical SEO issues, ensuring a smooth and efficient website experience.
- Optimize and publish on-site blogs and website content.
- Design effective paid content marketing plans to boost outreach.
- Continuously adapt optimization techniques in line with industry trends and SEO algorithm updates.
- Explore and implement emerging link-building approaches.
- Analyze marketing trends and integrate them into website strategies.
- Developed and presented comprehensive SEO reports, showcasing performance improvements and outlining future strategies.

➤ 6 Month Working at Clever Vital as SEO Specialist

- Conducted thorough website analysis and formulated a comprehensive monthly link pipeline.
- Developed and executed impactful SEO strategies to amplify online visibility and performance.
- Ensured adherence to Google guidelines while creating new links, upholding best practices.
- Content development in coordination with organization policies.
- Managed content creation for German language audiences, contributing to multilingual content development.
- Identified and pursued high-quality link-building opportunities, bolstering website authority.
- Optimized content for both German and English posts, catering to diverse audience segments.
- Optimization in accordance with industry trends and SEO updates.
- Explored emerging link-building trends to maintain a competitive edge.
- Worked on content mapping to ensure seamless alignment with user needs and search intent.
- Analyzed new product offerings and strategized plans for successful launches.

➤ 2 Year Working at April and June Digital (Pvt) Ltd as SEO Executive

- Managed content publication on EBNs and satellite websites.
- Conducted outreach to webmasters for guest posting collaborations.
- Adhered to Google guidelines for creating new links, ensuring compliance with best practices.
- Content development in coordination with organization policies.
- Working on German language content.
- Internal and external linking in coordination with SEO goals.
- On Page Optimization, Title, Description, URL, Website Structure
- Find link building opportunities.
- SEO competitor analysis
- Content optimize for German and English Post.
- Optimization in accordance with industry trends and SEO updates.
- Working on new link building trend
- Content sharing via Document and sharing.

➤ 1 Year Working at German IT Solutions as SEO Executive

- Content development in coordination with organization policies.
- Classified listings in Europe, America, Canada and Australia.
- Working on German language content.
- Internal and external linking in coordination with SEO goals.
- On Page Optimization, Title, Description, URL, Website Structure
- Find link building opportunities.
- Content optimize for German and English Post.
- Optimization in accordance with industry trends and SEO updates.
- Working on new link building trend

➤ 6 Months Experience in Techloyce LTD as SEO Expert

- Classified listings in Europe, America, Canada and Australia.
- Total Social Media Management.
- Content Writing, Articles writing, Blog posts, Tag lines, Press releases.
- Website onsite/offsite optimization.
- Internal and external linking in coordination with SEO goals.
- Extensive keyword research and analysis on ongoing bases.
- Magento & Word press back-end maintenance.
- Optimization in accordance with industry trends and SEO updates.
- Content development in coordination with organization policies.
- Facebook paid campaigns.
- E-Commerce handling
- Statistics and audit reporting with Google Analytics, webmaster tools and in-house tools.
- Researches and feasibility reports of CRM customized in different regions of world.

➤ 2.5 Year Experience in ESP interactive solutions as SEO Executive

- Classified listings in America.
- Website onsite/offsite optimization.
- Internal and external linking in coordination with SEO goals.
- Extensive keyword research and analysis on ongoing bases.
- Optimization in accordance with industry trends and SEO updates.
- Content development in coordination with organization policy.
- Statistics and audit reporting with Google Analytics, webmaster tools and in-house tools.

➤ 8 Months Experience in High Rank Company as SEO Expert.

- Link building of different website.
- Bookmarking, business listing, profile building, PPT submission

Abilities:

- ✚ Ability to managing critical situations, effectively navigating through challenging criteria.
- ✚ Ability to deal people with patient attractive tone and confidently
- ✚ To stick with given task and try to blindly solve It through properly using new technologies and human intelligence
- ✚ Believe on team work and always make competition with team member for improving quality of particular organization
- ✚ Excellent communication skills that allow clear dissemination of researched data and ideas for further use.

Certifications:

Google Analytics Certified, Search Engine Land SEO Expert Certified.

Hobbies:

Programming, getting knowledge about latest technologies,
Social media use, Internet Browsing, cricket, puzzle games etc

Languages:

English, Urdu, Punjabi