



MUAHAMMAD ZULKAIF MUBARAK

SENIOR SEO SPECIALIST

CONTACT

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466 Bordsley GRN, Birmingham

EDUCATION

Jan 2023-April 2024

UNIVERSITY OF HERTFORDSHIRE,
UNITED KINGDOM

Msc Management with Digital Marketing

2017-2021

GOVERNMENT COLLEGE UNIVERSITY
FAISALABAD, PAKISTAN

Bachelor of Information Technology

SKILLS

- On Page SEO
- OFF Page SEO
- Technical SEO
- Speed Optimization
- International SEO
- Keyword Research
- Link Building
- Analytics and Data Analysis
- WordPress
- Content Strategy
- Social Media Marketing
- Content writing & Content Planning
- Understanding Search Algorithms
- Local SEO
- Analytics & Reporting
- PBN Setup
- Facebook Ads
- Google Ads Setup

PROFILE

I have 4 years of experience in SEO and SEM. My main responsibilities were to handle the website and capture traffic using OnPage SEO, OffPage SEO, Technical SEO, and reporting to do site audits weekly and monthly. I am well-known in all kinds of SEO such as local, national, and international SEO. I have done different localized projects for different companies. My other responsibilities were to handle and train the SEO team. Making strategies to get traffic and Preparing weekly and monthly reports also was included in my responsibilities.

WORK EXPERIENCE

Purse Bazar | Remote

2023 - PRESENT

SEO Manager & Specialist

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
- Monitor brand consistency across marketing channels and materials.

Enzepe | On site

August 2022- Jan 2022

Senior SEO Expert

- Keyword research, on-page and technical optimization, link building, and analytics, work to improve rankings, drive organic traffic, and enhance the overall user experience.
- SEO Specialists stay current with industry trends, adapt to algorithm changes, and collaborate with content creators and developers to implement effective strategies that align with business objectives.

ZeeDimension | Remote

Feb 2022 - Nov 2022

SEO Executive & Consultant

- Sites Audit & Image Structure
- On-Page Optimization, Link Building on high metric sites
- Web 2.0 Strategies, Broken Links & Lost Links, Performance Tracking
- Content Gaping, Guest Posting and Outreaching, Web 2.0

Smart Leading Solution (SLS) | On site

April 2021- July 2022

SEO Executive

- On Page, Off Page (Linkbuilding) and outreaching
- Content Gaping, How can cover lost links
- Resolving Blogging site issues, Content Planning
- Site Audit And How to resolve Technical Issues

Certifications/Training

- ISKILLS
- DIGISKILLS
- HUBSPOT
- EDOOKAN

LANGUAGES

- ENGLISH
- URDU