

# Zujaja Anjum

Nawaz Park Society, Harbanspura,  
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## EXPERIENCE

### Virtual Rep, Gulberg 3, Lahore — *SEO executive*

July 2023 - 2025

- Identifying and analyzing relevant keywords to target for improving organic search ranking.
- Optimize website content, meta tags, headings, and URLs for better search engine visibility.
- Collaborate with content creators to ensure SEO-friendly content and perform content audits to improve existing content performance.
- Develop strategies to acquire high-quality backlinks and improve website authority through outreach and partnership.

## EDUCATION

### Punjab University College of Information Technology, Lahore — *BSGIS*

August 2023 - 2027

Current CGPA: 3.46

### Queen Mary College for Girls, Lahore — *FSC pre-eng*

2021 - 2023

Annual result with 80% marks

## PROJECTS

### The Joint Chiropractic — *Backlink creation*

- Profile Creation for these websites.
- Keyword search for organic ranking
- Site creation with website authority

### Oudguru — *an e-commerce website*

- WordPress website creation
- SEO of the website
- Social media marketing

## SKILLS

- WordPress Web Development
- Social Media Marketing
- Facebook, Google, and Meta ads expert
- Expert in SEO
- Solid Understanding of ArcGIS
- Effective communication skills

## LANGUAGES

Frequent in Urdu, English, and  
Punjabi

