
Professional Summary

A highly motivated and results-oriented SEO expert with over **5 years** of hands-on experience in website optimization, search engine rankings, and driving organic traffic. As a Team Lead, I excel at managing and mentoring a team of SEO professionals while implementing innovative SEO strategies for successful digital marketing campaigns. Skilled in both technical SEO and content optimization, I am passionate about staying ahead of trends and continuously refining strategies to ensure maximum growth for clients and organizations.

Tools Expertise

Google Keyword Planner, SEMrush, Ubersuggest, Ahrefs, KeywordTool.io, Google Search Console, Screaming Frog SEO Spider, Google Trends, Moz Link Explorer, Majestic SEO, Google Analytics, Google Business Profile Manager, Chat GPT, Page Speed Insights, Answer The Public, Canva

Experience

DigiTales | SEO Expert & Lead (Remote)

Garden Town, Lahore | May 2023- Present

- NGOs and service-based companies in the USA struggled with low website visibility and insufficient organic traffic.
- Implemented comprehensive SEO strategies, including **competitor analysis, technical SEO optimizations, and content improvements**, to enhance search engine rankings.
- Successfully **increased website visibility and organic traffic**, helping these organizations reach a broader audience and improve engagement.

Golden Hawk Technologies | SEO Team Lead

DHA Phase 1, Lahore | July 2024- July2025

- UK-based coach hiring websites struggled with low visibility, minimal traffic, and poor search rankings.
- Developed and executed a **comprehensive SEO strategy**, collaborating with the SEO team, developers, and content writers to optimize website structure, content, and backlinks.
- Successfully improved **Google rankings, increased organic traffic, and generated quality leads**, enhancing overall business growth.

Maftech | SEO Expert,

Gulberg, Lahore | April 2022-May 2023

- Worked as an SEO and Backlinks Expert, where I developed high-quality backlink strategies and executed comprehensive SEO campaigns to improve domain authority and organic search.

Education

Punjab University | Master of Information Technology (MIT)

