

# WAQAS NAYYAR

## SEO Expert/ TEAM LEAD

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## Professional Summary

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A results-driven SEO strategist with **4+ years of experience** leveraging AI tools and data intelligence to drive organic growth. Skilled in enhancing rankings across Google Search and AI Overviews, I combine data-driven strategies with advanced content optimization to boost organic reach, authority, and conversions in today's evolving search landscape.

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## PROFESSIONAL EXPERIENCE

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### ★ **Digitales Digital Marketing Agency — Lahore, Pakistan**

#### **SEO Team Lead | February 2023 – Present**

- Lead SEO operations for multiple clients, ensuring strategic execution across technical, content, and link-building campaigns.
- Manage and mentor a cross-functional team of SEO specialists and content writers, fostering collaboration and consistent performance improvement.
- Develop customized SEO strategies based on analytics data and business goals, resulting in measurable ranking improvements and organic traffic growth.

### ★ **Maftech Digital Marketing Agency — Lahore, Pakistan**

#### **SEO Expert | April 2022 – January 2023**

- Executed full-funnel SEO strategies for client websites, including keyword targeting, content optimization, and link-building campaigns.
- Improved organic search visibility and traffic by optimizing site architecture, metadata, and internal linking structure.

## ★ OOP Technologies — Lahore, Pakistan

SEO Intern | November 2021 – April 2022

- Assisted in backlinks, keyword research, and on-page optimizations to support senior SEO strategists.

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## KEY ACHIEVEMENTS

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- Delivered **consistent improvements in organic traffic and lead generation** across multiple industries.
- Played a key role in **boosting online revenue** by executing SEO strategies that improved keyword rankings and site authority.
- Enhanced **client retention** by maintaining strong communication, performance tracking, and transparent reporting.

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## TOOLS & TECHNOLOGIES

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Ahrefs | SEMrush | Moz | Screaming Frog | Google Analytics | Google Search Console | ChatGPT | BrightLocal | Majestic | Surfer SEO | Rank Math | Yoast | WordPress | Shopify

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## KEY AREAS OF EXPERTISE

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- Technical SEO
- AEO GEO Expert
- On-Page & Off-Page Optimization
- GBP Optimization
- Keyword Research & Content Strategy
- SEO Audits & Competitor Analysis
- Link Building & Authority Growth
- Google Analytics & Search Console

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## EDUCATION

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- **Master of Information Technology (MIT)** *University of the Punjab, Lahore*