

MUHAMMAD ASIM

SEO EXPERT

CONTACT

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PROFILE SUMMARY

Motivated and results-oriented SEO expert with over 2 years of experience in on-page, off-page, and technical SEO. Proficient in utilizing SEO tools to enhance website performance, drive organic traffic, and improve search engine rankings.

EDUCATION

2021 - 2025
UMT
• BS (Food Science and Technology)

WORK EXPERIENCE

IT GENICS 2023
SEO Specialist

- Implemented on-page SEO strategies, optimizing meta tags, content, and internal linking to improve search visibility and user experience.
- Conducted comprehensive keyword research to identify opportunities for content optimization and targeted traffic growth.
- Executed off-page SEO tactics, including link building, outreach campaigns, and social media integration to enhance domain authority and backlinks.
- Managed technical SEO audits, addressing issues like site speed, mobile responsiveness, and crawlability to ensure optimal search engine indexing.
- Utilized various SEO tools (e.g., Google Analytics, SEMrush, Ahrefs, Moz) to monitor performance, generate reports, and provide actionable insights for continuous improvement.

SKILLS

- On-Page SEO
- Off-Page SEO
- Technical SEO
- SEO Tools
- Keyword Research
- Local SEO
- Social Media Marketing
- HTML/CSS
- Project Management

SEO Agency

Marketing Manager & Specialist

- Assisted in developing and executing SEO strategies for client websites, resulting in improved organic search rankings and increased website traffic.
- Conducted competitive analysis and market research to identify SEO trends and opportunities.
- Collaborated with content creators to optimize web content for search engines and enhance user engagement.

LANGUAGES

- English: Fluent
- URDU: Fluent