

# Muhammad Usman

## SEO Manager

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### Summary

I have two years' solid and result-driven experience in SEO. Ranked several projects of previous organization with high keyword difficulty using unique off-page strategy in 3 months. Experienced in SWOT analysis to plan and execute on-page and off-page effective strategies for new or established websites according to organization goals. Worked in a cross-functional team of web developers, graphic designers, content writers and project manager to implement SEO plans and updates.

### Education

#### Bahria University Islamabad

Master in Information Security  
[2020-Present]

#### Arid Agriculture University Rawalpindi

Bachelor in Information Technology

### Certificates

- SEO
- Digital Marketing
- WordPress Development
- Google Analytics

### Tools

- SEMrush
- Ahrefs
- Ubersuggest
- Screaming fog
- Google Analytics
- GSC
- MOZ
- SpyFu

### Experience

#### SEO Executive

NESL\_IT [Aug-2022 to Present]

- Developed and executed on-page & off-page strategies.
- Managed Content Calendar
- Comprehensive competitors' analysis
- Day-to-day working for high-ranking keywords
- Guest Post Outreach
- Link Building

#### SEO & Digital Marketing Executive

Makeen Marketing [Oct-2021 to Jul-2022]









- Rank 9 different pages in 3 months
- Increases 43% monthly traffic of the website
- Did SEO through both organic and non-organic ways
- Runs low-cost ads on google and facebook
- Off-Page SEO of multiple projects

#### SEO Associate

CellnTell [Nov-2020 to Sep-2021]

- Local SEO
- Ecommerce SEO
- Off-Page SEO
- Beats Amazon on different keywords

### Core Skills

- On-Page & Off-Page SEO 
- E-A-T Expertise 
- Email Marketing 
- Guest Post Outreach 
- SEM 
- Local SEO 
- E-commerce SEO 
- Website Audit 
- KW Research & Analysis 
- Technical SEO 