

# MUHAMMAD USMAN

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## Education

### SEBT

- Digital Marketing Specialization (SEO-Meta Adds-Google Adds) 2017-2019

### Comsats, Lahore

- B.Sc Electrical Engineering (16 years) 2011-2016

### Cambridge Board International

- A-Levels 2008-2010
- O-Levels 2006-2008

## Experience

Edico IT Services | Punjab, Lahore

SEO Specialist | 03/2021- 06/2023

As an SEO Specialist, I serve as the driving force behind optimizing online presence and improving search engine rankings for businesses and clients. My role encompasses a wide range of responsibilities aimed at enhancing organic visibility and maximizing website performance. Key contributions and responsibilities include:  
Keyword Research & Analysis: Identify high-value search terms to improve organic visibility.

On-Page SEO Optimization: Enhance search engine visibility and ensure technical compliance.

Content Strategy & Execution: Create engaging, keyword-rich content for organic traffic growth.

Link Building & Profile Management: Secure high-quality backlinks while maintaining link health.

Technical SEO & Auditing: Optimize website performance and implement schema markup.

Performance Monitoring & Reporting: Utilize analytics to track keyword rankings and user behavior.

Competitor Analysis & Adaptation: Stay updated with industry trends and adjust strategies accordingly.

Algorithm Update Management: Adapt quickly to search engine algorithm changes.

Local SEO Optimization: Strengthen local presence through Google My Business and NAP management.

Conversion Rate Enhancement: Collaborate on UX/UI improvements for better conversions.

Client Communication & Progress Reporting: Transparently communicate progress and recommendations.

Ethical SEO Practices: Maintain ethical and sustainable SEO practices for long-term visibility.

As an SEO Specialist, I am dedicated to propelling businesses to the forefront of the digital realm. My unique blend of innovative link-building strategies, including Google stacking, Cloud flare stacking, and the proprietary NULL Strategy, sets me apart as a forward-thinking SEO expert committed to achieving exceptional results and maximizing online potential.

## **Experience**

DO Services | Punjab, Lahore

Junior Digital strategist | 11/2019 - 01/2021

Played a key role in devising and executing digital marketing strategies, with a focus on running Meta (Facebook) Ads campaigns.

Conducted market research, data analysis, and insights generation to optimize online presence. Assisted in crafting strategic plans to achieve client objectives and drive digital growth.

## **Experience**

2017-2019

Company Name 1 Al Noor Estate and builders (Al-Kabir Town phase 2)

Sales Executive, assisting clients to make sound property-purchasing decisions. Finding clients in need of consultancy services through cold-calling, advertising, and business presentations. Analyzing market trends and demographics to identify the most sought- after and profitable areas. Communicating with legal counsel to prepare sale and lease documents.

## **Experience**

2016 - 2018

Company Name 1 Zameer Traders

Sales, marketing and inventory control. That was a challenging and tough position, but I played well. I put my whole energy to do my best and company growth was tremendous. Company ranking improve and starts to beat local competition.

## **Skills & Interests**

### **Technical:**

- Marketing Tools
- MS office
- GSC
- Screaming Frog
- GA4
- Budgeting and Allocation
- Communication
- Negation
- Critical Thinking

### **Interests:**

- Highly Energetic & Hardworking
- Team Management & Sound Leadership
- Time Management

### **Language:**

- English (Professional Working Proficiency)
- Urdu (Bilingual Proficiency)