

## PERSONAL INFORMATION:

### Contact No:

+92-336-3375883

### E-mail:

[iamskl336@gmail.com](mailto:iamskl336@gmail.com)

### LinkedIn:

<https://www.linkedin.com/in/shakeel-baloch/>

### Industry Skills:

- On-Page SEO
- Link Building
- Technical SEO
- Ecommerce SEO
- Keyword Research
- Competitive Analysis

### Analytics Tools:

- Google Analytics
- Google Search Console
- Ahrefs
- Semrush
- Surfer SEO
- Screaming Frog
- MarketMuse

### LANGUAGES:

- English ( Fluent )
- Urdu ( Native )

# SHAKEEL AHMED

## SEO STRATEGIST

### OBJECTIVE:

Results-driven SEO professional with 2 years of experience in optimizing websites for search engines. Seeking a challenging position in an organization where I can utilize my skills to improve search visibility, increase organic traffic, and drive business growth.

### EDUCATION:

- **BS Electrical Engineering - 2019**  
COMSATS University, Sahiwal
- **FSc Pre-Engineering - 2014**  
IBA Community College, Khairpur

### WORK EXPERIENCE:

- **SEO Strategist** August 2021 – April 2023  
**Techvando – Islamabad**
  - Developed and implemented SEO strategies to increase organic traffic for SAAS, Ecommerce websites.
  - Conducted thorough keyword research using industry-leading tools and identified high-potential keywords for optimization.
  - Optimized website content, meta tags, and URLs to improve search engine visibility and user experience.
  - Implemented on-page optimization techniques, including internal linking, schema markup, and mobile optimization.
  - Led link building campaigns through guest blogging, influencer outreach, and social media marketing.
  - Monitored and analyzed website performance using Google Analytics and other SEO tools, providing actionable insights to improve rankings and conversion rates.
  - Collaborated with content creators, web developers, and designers to ensure SEO best practices were implemented.
  - Stayed up-to-date with industry trends and algorithm changes, adjusting strategies accordingly.
  - Managed online reputation by monitoring brand mentions and responding to customer reviews and comments.