



Faheem Ameen

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WORK EXPERIENCE

Wapexp

August 2019 — March 2021

Seo expert

- Performed strategic SEO optimization needs analysis to drive instructional development initiatives.
- Produced, evaluated, and improved hyper-relevant online PPC campaigns via Google AdWords and Bing Ads to best achieve specific ROI target measurements.
- Client online assets to support systematic content updates to preserve priority organic search rank.
- Time management, needs analysis, MS Office expertise, priority re-evaluation, project management.
- Helped clients gain visibility and traffic on search engines by SEO efforts Performed keyword research.

Content Arcade

November 2021 — Present

Seo expert

- **Keyword Research and Analysis:**
Conducting thorough keyword research to identify relevant and high-traffic keywords for targeting. Analyzing search trends and competition to select the most effective keywords.

On-Page Optimization:

Optimizing website content and structure for search engines. Writing and editing meta tags, headers, and content to improve keyword relevance and user experience.

Content Strategy:

Developing and executing content strategies that align with SEO goals. Creating high-quality, engaging, and keyword-rich content that attracts organic traffic.

Link Building:

Building high-quality backlinks through outreach, guest posting, and relationship building. Monitoring and managing the link profile to ensure quality and relevance.

Website Audits:

Performing regular SEO audits to identify areas for improvement and opportunities. Making recommendations for optimizing website architecture, navigation, and overall user experience.

Analytics and Reporting:

Using tools like Google Analytics and SEO platforms to track key metrics, such as organic traffic, keyword rankings, click-through rates, and conversions. Creating reports to communicate performance to stakeholders.

Local SEO:

Optimizing websites for local search by managing local business listings, optimizing Google My Business profiles, and ensuring NAP (Name, Address, Phone) consistency.

Algorithm Updates:

Staying updated with search engine algorithm changes and adjusting strategies to maintain and improve search rankings. Adapting techniques to comply with best practices and guidelines.

Competitor Analysis:

Analyzing competitors' SEO strategies to identify opportunities and areas for differentiation. Monitoring competitor performance and adapting strategies accordingly.

Social Media Integration:

Coordinating with social media teams to align SEO efforts with social media strategies. Ensuring that social profiles are optimized for search engines.

Conversion Rate Optimization (CRO) Collaboration:

Collaborating with CRO teams to enhance landing page performance and user experience, leading to higher conversion rates from organic traffic.

Educational Outreach:

Sharing SEO insights and best practices with team members and stakeholders. Keeping colleagues informed about the latest trends and changes in the SEO landscape.

Continual Learning:

Staying up-to-date with industry trends, algorithm updates, and best practices through research, workshops, webinars, and conferences.

SKILLS

MS Office Suite, SEO, Social Media Marketing, Database

EDUCATION

Fsc Pre Engineering

2013 — 2015

Asif Saleem Inter College Alipur

- Obtained marks 944/1100

BS(Hons) Software Engineering

2015 — 2019

Government College University Faisalabad

- Obtained CGPA 3.39/4

PROJECTS

1. smallseotools.com/
2. duplichecker.com/
3. searchenginereports.net/
4. plagiarismdetector.net/
5. plagiarismchecker.co/
6. logomaker.net/
7. rewriteguru.com/
8. designstudio.smallseotools.com/
9. infotainmentbeats.com
10. racketsblog.com

11. Sewgadgets.com
12. machinesninja.com
13. reclinershunt.com
14. bestcleatsreviews.com
15. headphonesexpert.com
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17. PickPiant.co.uk
18. batteryhunters.com
19. laptoptrust.com
20. backpacksarena.com
21. BestInflatableKayaks.net
22. bathroomscans.com

REFERENCES

References available upon request.