

# MUHAMMAD ASLAM

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## OBJECTIVE

To work in pragmatic way in an organization where I can show my talent and enhance my skills to meet company goals and objective with full integrity and zest



## EDUCATION

### BCSE | MNS-University of Agriculture, Multan

2014 – 2018

It's okay to brag about your GPA, awards, and honors. Feel free to summarize your coursework too.

### Intermediate | Muslim Group of Schools & Colleges

2012 – 2014

It's okay to brag about your GPA, awards, and honors. Feel free to summarize your coursework too.



## EXPERIENCE

### SEO Expert | Cybex Solutions

April 2018 – November 2020

Marks Kitchen is a local fast-food cuisine that specializes in pizzas and burgers. I have performed On- Page Off-Page SEO on the official site of "Marks Kitchen". I have run an SEO campaign for 6 months and ranked the website on Google's first page with the targeted audience. I have Prepared informational and reader-friendly reports. Improved rankings from page 3 to Top 5 for 10+ high-competition keywords in the interior design niche.

Projects:

- [www.markskitchen.com.pk](http://www.markskitchen.com.pk)
- [www.thetutors.pk](http://www.thetutors.pk)

### SEO Manager | thetutor.pk

November 2020 – October 2021

It is my part-time business website where you can hire tutors by your own according to your desire. I have built the site with my team and ranked it on the first page of google. Performed On-Page OFF-page SEO runs SEO Campaigns and SEO Techniques.

Project:

- [www.thetutors.pk](http://www.thetutors.pk)

## **SEO Specialist | Teviotech**

December 2021 – March 2022

VRD is a platform where you can organize events virtually. I have run SEO campaigns for and other SMO, PPC techniques and ranked the website on google first page with targeted audiences. Provided Professional Blogger outreach and guest posting on websites Drive targeted traffic on the websites by community building. Made Website Technical Recommendations to the developers. Expert in monitoring and removing spam links on an immediate basis.

Project:

- [www.virtualrecruitmentdays.com](http://www.virtualrecruitmentdays.com)

## **Web Developer & SEO Expert**

FREELANCING AT FIVERR & Upwork

2018 - 2021

- Created 80+ WordPress sites 20+ SEO campaigns for websites with complex media and big structures.
- Took average CTR for 20 transactional keywords from 20% to 34%.
- Prepared informational and reader-friendly reports.
- Stayed up-to-date with the newest SEO guidelines and trends
- Reduced a client's interior design blog bounce rate from 42% to 11%.
- Improved rankings from page 3 to Top 5 for 10+ high-competition keywords in the interior design niche.
- Grew an anime-oriented blog from zero to 10,000 visits/month in 6 months.

Projects:

- [www.igitalnoveltydocs.com](http://www.igitalnoveltydocs.com)
- [www.womclean.com](http://www.womclean.com)
- [www.home-remedies.com](http://www.home-remedies.com)

## **Run SEO Campaign For**

Digital Novelty Documents

([digitalnoveltydocs.com](http://digitalnoveltydocs.com)) - UK June 2020 to December 2020

## **Work as an SEO Expert For**

OnTheGoFitnessPro

([onthefitnesspro.com](http://onthefitnesspro.com)) January

2019 to July 2019

Improved organic search rankings from page 3 to Top 5 for 10+ high-competition keywords for a leading E-Commerce brand and increased their organic traffic by 21%. Seeking to leverage exemplary project management skills, data analysis skills, and broad technical SEO knowledge as an SEO Strategist at Google.



## SKILLS

- WordPress Website Development
- Social Media Marketing (SMM)
- Search Engine Optimization (SEO)
- Pay Per Click (PPC)



## ACTIVITIES

Results-driven SEO specialist with 5+ years' experience. Improved organic search rankings from page 3 to Top 5 for 10+ high-competition keywords for a leading ecommerce brand and increased their organic traffic by 21%. Seeking to leverage exemplary project management skills, data analysis skills, and broad technical SEO knowledge as an SEO Strategist at Google. (5years)



## TOOLS

- Semrush
- Ahref
- Google Keyword Planner
- MOZ
- Google Analytics
- Google Search Console



## COURSES

- Digital Marketing & SEO (LUMS)
- SEO & Blogging Training by Tanveer Nandla
- Digital Marketing & SEO (Mux Links)