

Muhammad Ahmed

Senior SEO Specialist | Technical SEO & Growth Strategy

✉ muhammadahmed7863@gmail.com

☎ +92 3167648754

🌐 LinkedIn

🔗 GitHub

📁 Portfolio

📍 Islamabad, PK

SUMMARY

Senior SEO Specialist with nearly 5 years of professional experience driving organic growth through technical SEO, semantic search optimization, and data-driven strategy. Strong expertise in site architecture, indexing, Core Web Vitals, and search intent mapping. Proven ability to plan, lead, and execute SEO initiatives end-to-end while collaborating with developers, content teams, and clients. Computer Science graduate with a scalable, system-focused approach to sustainable SEO growth.

EDUCATION

Bachelor of Science in Computer Science

Institute of Space and Technology

September 2020 - July 2024

Islamabad, Pakistan

EXPERIENCE

Digital Marketing Consultant (SEO)

EFM Pvt Ltd | Contract

Jan 2025 - Sept 2025

Rawalpindi, PK

- Acted as an SEO consultant for international clients across multiple industries, providing strategic guidance and performance evaluation.
- Led a team of 3 SEO specialists, defining SEO workflows, reviewing execution quality, and ensuring alignment with client goals.
- Owned SEO strategy planning, including technical audits, semantic content direction, and search intent optimization.
- Served as the primary bridge between clients and the SEO team, translating business requirements into actionable SEO plans.
- Achieved a 45% increase in organic traffic within 6 months across managed client accounts.

Digital Marketing Manager

Cloudlit

June 2024 - Nov 2024

Australia, Remote

- Led SEO-driven conversion optimization initiatives, redesigning 15+ landing pages using A/B testing and heatmap analysis, resulting in a 40% increase in conversions and a 25% reduction in bounce rate.
- Implemented technical SEO improvements and content optimization strategies, driving a 65% increase in organic traffic and achieving first-page rankings for 15+ target keywords.
- Planned and executed SEO-led digital growth strategies, contributing to a 30% increase in qualified leads.
- Worked closely with developers and stakeholders to ensure SEO best practices were integrated into site updates and campaigns.

SEO Specialist

Gymshark | Contract

Dec 2022 - Mar 2024

UK, Remote

- Performed keyword gap analysis and optimized content at scale, achieving a 35% increase in organic traffic.
- Optimized titles, meta descriptions, and product pages, improving click-through rates by 20% across priority keywords.
- Executed backlink acquisition strategies, securing 100+ high-quality links to strengthen competitive rankings.
- Implemented advanced on-page, off-page, and technical SEO improvements, reducing page load times by 30% and maintaining SEO error rates below 1%.
- Managed and optimized 850+ keywords using Search Console Data Analysis, Ahrefs, and SEMrush to improve visibility and rankings.

SEO Executive

SEOInc | Contract

Jul 2020 - Aug 2022

USA, Remote

- Executed on-page SEO and content optimizations across 20+ client websites, improving keyword visibility and organic performance.
- Conducted comprehensive SEO audits, identifying 500+ technical and on-page issues and delivering actionable recommendations.
- Supported SEO strategies for B2B and service-based clients, contributing to measurable ranking improvements within 6 months.
- Assisted in keyword research, content optimization, and performance tracking using industry-standard SEO tools.

PROJECTS

Niche Content Website Build & Sold | 2018 – 2020

Wordpress

Built and grew a niche blogging website using SEO-first content and site structure strategies, then successfully sold the website.

E-Commerce Store Build & Sold | 2021 – 2023

Woocommerce

Built and scaled an e-commerce store end-to-end, including SEO and conversion optimization, and successfully sold it to a friend.

Tool-Based Website

Html, css, Js

<https://usefreecalculator.com/>

Built and currently maintain a tool-based website offering free online calculators for both everyday and professional use. Designed the site with a focus on clean structure, search visibility, and long-term organic growth, while continuously improving tools based on real usage and SEO insights.

SEO Workflow Automation Toolkit

Html, css, Js, React

Built multiple internal SEO tools to standardize audits and reporting using structured technical, on-page, content, and indexing checklists, improving consistency and execution speed.

SKILLS

Semantic SEO

Technical SEO

SEO Audits

Content Strategy

Google Search Console

Google Analytics

Ahrefs

SEMrush

Screaming Frog

SEO Project Planning

Team Guidance & Quality Review

Client Communication

HTML & CSS

On-Page SEO

Core Web Vitals

Off-Page SEO

Conversion Rate Optimization (CRO)

E-commerce SEO

Local SEO

Project Management

Microsoft Clarity

CERTIFICATIONS

Digital Advertising 101

SEMrush

Foundations of Digital Marketing and E-commerce

Google

Digital Marketing Strategy

Simplilearn

Attract and Engage Customers with Digital Marketing

Google

IAB Digital Marketing and Media Foundations Certification

Google

Oxford Digital Marketing Short Course

Oxford Home Study Centre

The Fundamental of Digital Marketing

Google Garage

Project Management

Oxford Home Study Centre