

# Muhammad Ahmed

Senior SEO Specialist | Technical SEO & Growth Strategy

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📍 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 an 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

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### 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

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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

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### 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