



MUHAMMAD AHMED KAMAL

SEO SPECIALIST

Dedicated SEO Specialist with a strong background in crafting effective content strategies, on-page and off-page optimization, and driving substantial website traffic growth. Highly motivated and passionate about staying abreast of the latest trends and advancements in the dynamic field of digital marketing. Eager to leverage my SEO expertise in a challenging role.

Work Experience

2024 - PRESENT | SUN TEHCNICAL SEO SPECIALIST

- Developed content strategies to enhance the company's online brand presence
- Structured websites based on Google's guidance.
- Optimization of images and content for improved performance and brand alignment.
- Optimization of Google My Business.
- Acquired backlinks through strategic email outreach, social bookmarking, and directory submissions.
- Ensured adherence to Google's rules for mobile optimization.
- Conducted comprehensive keyword research and implemented effective coverage strategies.
- Optimized Google Merchant Center listings for improved product visibility and enhanced search performance

Mar 2023 - Apr 2024 | INNOVERSOL SEO SPECIALIST

- Developed content strategies to enhance online presence.
- Structured websites based on Google's guidance.
- Optimization of images and content for improved performance.
- Acquired backlinks through strategic email outreach, social bookmarking, and directory submissions.
- Ensured adherence to Google's rules for mobile optimization.
- Conducted comprehensive keyword research and implemented effective coverage strategies.
- Managed a content calendar to streamline workflow.
- Guided content writers on keywords and writing guidelines.
- Conducted data analysis and implemented actionable strategies based on results.
- Monitored and tracked keywords for performance and relevance.

Contact

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 +923118477960

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Skills

- KEYWORD RESEARCH
- SEMRUSH
- GOOGLE SEARCH CONSOLE
- GOOGLE ANALYTICS
- CONTENT STRATEGY
- ON PAGE SEO
- OFF PAGE SEO
- TECHNICAL SEO
- ORGANIC STRATEGY
- UBERSUGGEST/MOZ
- COMPETITOR ANALYSIS
- MARKETING RESEARCH
- WEBSITE OPTIMIZATION
- MICROSOFT OFFICE SUITE

Language

English
Urdu
German

Extracurriculars

- ORGANIZER

TEDxYOUTH@NAZIMABAD

- DEPUTY DIRECTOR GENERAL

APSMUN IV

- EVENT MANAGEMENT HEAD

APSMIJN I, II, III

- VOLUNTEER MANAGEMENT

EDVON ROBOTICSON

- ORGANIZER

PYTHON KARACHI MEETUP

- DIRECTOR

BOLMUN

Certificate

- The Fundamental of Digital Marketing - Google Garage
- Backlink Management - SEMrush Academy

MAY 2022 - SEPT 2022 | NEXUS BPO SOLUTION CUSTOMER SUPPORT REPRESENTATIVE

- Addressing inquiries and resolving issues promptly.
- Effectively communicated product information to assist customers.
- Documented feedback for continuous process improvement.

Education

Diploma in Digital Marketing & E-Commerce

INSTITUTE OF BUSINESS MANAGEMENT

2024 - Present

Bachelors of Business Administration

IQRA UNIVERSITY

2020 - 2024

Intermediate

BAHRIA COLLEGE KARSAZ

2016 - 2018

Matriculation

AKBAR PUBLIC SCHOOL

2006 - 2016