

ASHAR NAEEM

SEO Executive (Lead)

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H.no 787 Area 37/D Landhi No.1 Karachi

ABOUT ME

Results-driven SEO Executive with hands-on experience in keyword research, technical SEO, and link building, looking to contribute to improved search engine rankings and increased website visibility for a growth-oriented organization.

EDUCATION

Bachelor of Computer Science

S.I.M.T University
2019 - 2023

D.A.E in Computer Information Technology

MITI
2016 - 2019

SKILLS

- Keyword Research
- On-Page SEO
- Site Optimization
- Off-Page SEO
- Technical SEO
- SEO Tools & Analytics

LANGUAGE

- English
- Urdu

EXPERIENCE

SEO Executive (Lead) *2025 – Present*

Rholab | Sharah-e-Faisal., Karachi

- Improved website rankings and increased organic traffic. Conducted keyword research, implemented on-page and off-page SEO strategies, and optimized website content. Managed link-building campaigns and monitored performance using SEO tools. Identified technical SEO issues and provided solutions to enhance website visibility and search engine rankings.

SEO Specialist *2022 - 2025t*

Twenty 8 Twenty | Gulshan-e-Iqbal., Karachi

- Developed and executed advanced SEO strategies to improve search engine rankings and organic traffic. Conducted in-depth keyword research, competitor analysis, and technical SEO audits. Optimized website structure, content, and performance while managing high-quality link-building campaigns. Utilized analytics tools to track KPIs and continuously improve SEO performance and ROI.

Administrator Incharge *2021- 2022*

TechHub International | DHA Phase II., Karachi

- Oversee daily administrative operations and ensured smooth workflow within the organization. Managed office activities, coordinated with staff, maintained records, and handled correspondence. Supervised administrative teams, ensured compliance with policies, and improved operational efficiency through effective planning and problem-solving.

REFERENCES

Will Be Furnished Upon Request...