

Malik Hamza Ali

SEO EXECUTIVE & CONTENT
MANAGER

PERSONAL INFORMATION

 **Contact Number**
+92-323 5275692

 **Email Address**
Hamza.ali2102@gmail.com

 **LinkedIn Profile**
<https://www.linkedin.com/in/malik-hamza-ali-1804b6178>

SKILLS

SEO STRATEGY


ON-PAGE SEO & TECHNICAL SEO


OFF PAGE


CONTENT WRITING


TEAM MANAGEMENT


PROJECT MANAGEMENT


OBJECTIVE

Experienced & energetic SEO Executive & Content Manager with over 4 years of experience in effectively managing SEO projects from conception to completion along with working in multiple departments. Determined to benefit the company and learn new skills in the company I join.

EXPERIENCE

- **Capital Brand Technologies (June 2019 - Present)**
 - On-Page & Technical SEO
 - Conducted in-depth keyword research and analysis to identify valuable target keywords and improve website visibility.
 - Liaison With Off-Page SEO Dept.
 - Performed technical SEO audits, identified website issues, and implemented necessary optimizations to enhance website performance and user experience.
 - Social Media Posts Content
 - Created and executed content strategies, producing high-quality and engaging content that aligned with SEO goals and increased user engagement.
 - Developed and implemented off-page SEO strategies, including link building, guest blogging, and social media optimization, to improve website authority and organic reach.
 - Making SEO & Content Strategies
 - Resolving technical issues like structured data, crawling and indexing, URL structures, rendering issues, page speed, etc.

EDUCATION

➤ **Bachelor's of Business (2018 – 2022)**

From: ***Bahria University, Islamabad***

Specialization: Marketing

**** (3 CGPA)***

SEO Skills

- Keywords Research
- SEO Audit
- Content Audit
- On-Page SEO Audit
- Technical SEO
- Core Web Vitals (Pagespeed Issues)
- On-Page SEO Optimization
- GMB Optimization (Google Profile)
- SEO Automation
- Local SEO

Content Writing Skills

- Web Copywriting
- Blog Writing
- PPC AD Copies & Landing Pages
- Proposal Writing
- Product & Service Descriptions
- B2B & B2C Webcopy
- Apps & Games Descriptions
- Technical Writing Incl. Contracts
- Social Media Posts
- YouTube Video Transcripts

REFERENCES

- To be Provided on Request

OTHER EXPERIENCE

- Created SEO & Other Templates in Google Sheets to Automate Daily Tasks
- Conducted SEO & Content Training Sessions
- Proficient in utilizing SEO tools such as Google Analytics, Google Search Console, SEMrush, Moz, and Ahrefs.
- In-depth knowledge of search engine algorithms and latest SEO trends and best practices.
- Familiarity with content management systems (CMS) and experience working with popular CMS platforms.
- Excellent analytical and problem-solving skills, with the ability to identify and address SEO issues efficiently.
- Expertise in resolving technical issues like structured data, crawling and indexing, URL structures, rendering issues, page speed, etc.

TOOLS (that I use)

➤ For Keyword Research, Topic Discovery, & Content Writing

- Google Keyword Planner
- KW Finder
- Google Trends
- Answer The Public
- Grammarly
- Hemingway Editor

➤ For SEO

- Google Search Console & Google Analytics
- Screaming Frog
- SEMrush
- Ahrefs
- Moz
- GTM

➤ For Reporting, SMM, & Presentations

- Hootsuite
- Asana
- Canva & Prezi
- Google Data Studio