



CONTACT ME

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Gulzare Qaid, Rawalpindi

EDUCATION

Bs Software Engineering

UET Peshawar

2017 - 2021

SEO and Digital marketing training

Iskills Islamabad

2021 - 2022

Affiliate marketing course

DigiSkills

2023

ACHIEVEMENTS

WINNER of GovTech Innovation Challenge organized by Khyber Pukhtunkhwa Government and Digital Youth Summit 2021.

HubSpot Academy

HubSpot SEO Certified



Semrush Academy SEO Certified

Muhammad Adnan

SEO EXPERT & SEO CONTENT WRITER

WORK EXPERIENCE

SEO & Web Content Lead

BitBlazeTec Islamabad

DEC 2024 - till to date

- Led SEO and content strategy for e-commerce and service-based websites.
- Managed a team of junior SEO and content writers.
- Optimized product and collection pages for better rankings and CTR.
- Planned and created SEO-driven blog content.
- Developed keyword-focused service pages for a web agency.
- Conducted keyword research, audits, and competitor analysis.
- Worked with dev and design teams on technical SEO.
- Tracked performance using GA, GSC, and SEMrush.

SEO Team Lead

FAJ IT SOLUTIONS | PWD Islamabad

April 2024 - DEC 24

fajshop.ae | faj.ae | fajcoffeemachines.ae | Ecommerce sites

- Led brand-building strategies, driving approximately 40% growth in traffic and sales
- Conducted in-depth product and market research to identify opportunities
- Managed Google Merchant Center for optimized product listings and visibility
- Analyzed data using Google Analytics and created detailed performance reports
- Optimized categories and products to improve search rankings and user experience
- Developed SEO funnels to guide users from discovery to conversion
- Implemented conversion rate optimization (CRO) strategies based on data insights
- Collaborated with teams to enhance overall digital strategy and user engagement

www.fajservices.ae | Technical Services

- Led the SEO team, achieving a 50-60% increase in website traffic and leads
- Developed and executed organic ranking strategies
- Optimized website content for SEO and Implemented Semantic SEO techniques
- Implemented Semantic SEO techniques
- Improved website UI/UX in collaboration with development and design teams
- Conducted detailed SEO and technical audits to enhance technical SEO
- Focused on mobile SEO to boost conversions
- Managed local SEO strategies for better regional visibility
- Handled off-page SEO to build backlinks and authority
- Collaborated with the social media team to align SEO and social efforts

SEO Executive

T-Tech Solution Lab | PWD Islamabad

2023 - April 2024

I worked on UAE'S based websites related to e-commerce and services.

- Conducted keyword research for improved rankings.
- Collaborated for optimized content and user experience.
- Executed on-page SEO for better rankings.
- Managed off-page for strong backlink profiles.
- Implemented technical SEO for enhanced performance.
- Conducted audits to address issues.
- Provided data-driven insights for strategy.
- Stayed updated on industry trends.
- Blogs for better ranking.
- worked on Google merchant center.

INTERESTS

- Technology
- Branding
- Digital Marketing
- watching Podcasts
- cricket

LANGUAGES

- Urdu
- Pashto
- English

OTHER SKILLS

- HTML
- CSS
- JavaScript
- Python
- Microsoft Office
- Google Workspace

SEO internee

Galaxy Collections | Peshawar

2022 - 2023

I worked on this woocommerce apparel website.

- website content structure
- optimizing product pages
- optimizing product categories
- blog posts
- product descriptions,
- technical SEO
- On-Page SEO
- conducted website audits to address issues

SKILLS

Search Engine Optimization

- SEO strategies
- Niche Research and Keyword Research
- On Page SEO
- Off-page SEO
- Technical SEO
- Google E-E-A-T Guidelines
- Topical Authority
- website content structure
- website Audits
- Sitemap.xml
- Sitemap.html
- robots.txt
- Crawl budget optimization
- Core Web Vitals
- worked on Tools like : Google Search Console, Moz, Google Analytics, SEMRush, Screaming Frog, Ahrefs

SEMRUSH - Keyword Research Tool

- Domain analysis
- Competitor analysis
- Website history
- Niche Research/keyword Research
- Keyword intent
- Traffic analytics
- Backlink analysis
- SERP analysis

e-Commerce

- SEO for e-commerce store
- product title/description/meta optimizations
- Product page optimization
- category page optimization
- worked on Google Merchant center
- images optimization
- ecommerce site Design

CMS (wordpress and shopify)

- WooCommerce
- designing woocommerce shop
- Designing landing pages
- Designing websites
- Blogs
- speed optimization
- themes and plugins integration
-

Graphic Designing (canva)

- Posts
- Covers
- Animated social media posts
- social Media Banners
- Logos
- website banners