



# Sajid Aslam

## SEO Specialist | Driving Traffic, Boosting Rankings

Dedicated and results-driven SEO professional with **7+ years** of experience in optimizing online presence and driving organic growth for reputable companies. Adept at implementing strategic SEO techniques to enhance visibility, increase web traffic, and improve search engine rankings. Proven expertise in in-depth keyword analysis, technical site audits, content optimization, and authoritative link building. Committed to leveraging data-driven insights to achieve and exceed organizational goals.

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## WORK EXPERIENCE

### SEO Specialist Unilever

12/2020 - 12/2022

Lahore

*Achievements/Tasks*

- Conducted comprehensive keyword research and SEO analysis to optimize website content for improved search engine rankings.
- Collaborated with cross-functional teams to implement on-page and off-page SEO strategies, resulting in a **25% increase** in organic traffic.
- Developed and executed link-building campaigns, enhancing domain authority and boosting search visibility.
- Analyzed data and provided insights to drive continuous improvement in website performance.
- Collaborated closely with marketing and design teams to enhance user experience through visually appealing content and graphics.

### SEO Manager Rezdy

09/2018 - 09/2020

Remote

*Achievements/Tasks*

- Successfully led the SEO strategy for Rezdy, a leading technology company in the travel and tourism industry.
- Conducted comprehensive keyword research to identify high-potential search terms and trends, resulting in a **30% increase** in organic search traffic within the first year.
- Collaborated with content teams to optimize on-page content, meta tags, and headings, leading to improved click-through rates and enhanced user engagement.
- Implemented technical SEO improvements, including site speed optimization and mobile-friendliness enhancements, resulting in a 20% decrease in bounce rates.
- Regularly monitored and analyzed performance metrics using Google Search Console, Google Analytics and other SEO tools, providing actionable recommendations for continuous improvement.

## EDUCATION

### BS Information Technology Virtual University of Pakistan

03/2018 - 03/2024

## SKILLS

Keyword Research

On Page SEO

Off Page SEO

Technical SEO

Advance SEO Tools Knowledge

E-Commerce SEO

E-E-A-T Building

AI SEO

Semantic SEO

Content Planning

Google Analytics & Google Search Console

Data Analysis & Reporting

WordPress

Team Leadership

Excellent Communication

Critical Thinking

## SUCCESSFUL PROJECTS

thegoodtrade.com (06/2023 - 06/2024)

*Role: SEO Manager*

epicgardening.com/ (02/2022 - 02/2023)

*Role: SEO Specialist*

huckberry.com (09/2021 - 10/2022)

*Role: SEO Expert*

## LANGUAGES

English

*Full Professional Proficiency*

Urdu

*Native or Bilingual Proficiency*

## INTERESTS

Blogging

A/B Testing

Reading

Traveling