Asad Ali

Personal Info.

Marital Status:
Single

Religion:
Islam

Address:
Al Qouz Housing 2, Dubai

Get in touch!

Email:
masadali979@gmail.com

Mobile:
+971561574622

Website:
 asadali.net

LinkedIn:
www.linkedin.com/in/**beingasadali**

Facebook:
www.facebook.com/**beingasadali**

Hobbies

- Cricket
- Reading & Listening Books
- Learning New Things
- Up to Date my Skills

Languages

- English
- Urdu
- Punjabi

Tools

- Ahref, SEMrush, Ubersuggest
- WordPress
- Moz Pro, SpyPro
- Screaming Frog SEO Spider
- Canva
- Google Ads
- Google Analytics & Search Console

Academic History

Lahore Board
- Icom | Intermediate Commerce

UNIVERSITY OF PUNJAB
- B.com It | Bachelor in Commerce

Work Experience

Search Engine Optimization Analyst
Alba Corporation Dubai
Nov 2022 - Present

- In Alba Corps I'm conducting keyword research, developing efficient on-page and off-page SEO strategies, and strategic SEO planning. Experienced in technical SEO problems solving and committed to providing measurable results for improved website performance and business expansion.

Senior SEO Executive
Roshan Packages (RoshPack)
Oct 2021 - Nov 2022

- I joined Roshan Packages as a Search Engine Optimization Executive, responsible for managing the overall website. My project, while at Roshan Packages, was RoshPack.

SEO Executive
Emenac INC.
Sep 2020 - Sep 2021

- Emenac INC hired me as an SEO executive. I worked on multiple projects, including travel, packaging, and call center niches.
- During my time there, I worked both in B2B and B2C markets. I became familiar with website on-page, keyword research, and website audits.

SEO Link Builder & Social Media Handle
Virikson Travel
 April 2019 - May 2020

- My responsibilities at Virikson Travel included managing social media and WordPress websites.
- During my time at Virikson Travel, I worked on both Off-Page Backlinking and On-Page techniques.
- Additionally, I manage Social Media accounts and have experience in Social Media Marketing.

Skills & Specializations

- **Keyword Research, On-Page Optimization, Off-Page Optimization, Technical SEO, Content Strategy, Competitor Analysis**
- **Semantic SEO, Programmatic SEO**
- **HTML/CSS Knowledge: Basic Understanding**
- **Problem-Solving, Project Management**
- **Strong critical thinking, time management and collaboration skills**

Adaptability and Learning: SEO is constantly evolving, so staying updated with the latest trends, algorithm changes, and best practices is crucial for success in this field.