

Asad Ali

Personal Info.

Marital Status:

Single

Religion:

Islam

Address:

Al Gouz Housing 2, Dubai

Get in touch!

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Mobile:

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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
- Hindi

Tools

- Google Ads
- Hubspot
- Ahref, SEMrush, Ubersuggest
- WordPress
- Moz Pro
- Screaming Frog SEO Spider
- Canva
- 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 Specialist

Be VIP Luxury Car Rental

May 2024 - Present

- Keyword Research, On-Page Optimization, Off-Page Optimization, Technical SEO, Content Strategy, Competitor Analysis

Digital Marketer & SEO Analyst

Alba Cars Dubai

Nov 2022 - May 2024

- In Alba Cars 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.

SEO Link Builder & Social Media Handle

Virikson Travel

April 2019 - May 2020

- 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

- 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.