

Asad Ali

Personal Info.

Marital Status:

Single

Religion:

Islam

Address:

Al Gouz Housing 2, Dubai

Get in touch!

Email:

masadalig79@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
- 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 Brand Marketing Agency

May 2024 - Present

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

Digital Marketer & SEO Analyst

Alba Corporation Dubai

Nov 2022 - May 2024

- In Alba Corp I'm managing SEO Alba Cars & Alba Homes Websites.
- Developing efficient on-page and off-page SEO strategies, and strategic SEO planning.
- 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.