

# ASAD ALI | SEO Expert | Digital Marketing

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## Summary

Results-driven SEO professional with over 5 years of expertise in driving organic traffic, improving search engine rankings, and enhancing website performance. Skilled in keyword research, content optimization, technical SEO, and link-building strategies to increase site visibility and ROI. Proficient in utilizing SEO tools such as Google Analytics, Ahrefs, SEMrush, and Screaming Frog to conduct audits and track performance. Experienced in collaborating with cross-functional teams to implement SEO best practices, adapt strategies based on algorithm updates, and stay ahead of industry trends. Proven ability to deliver measurable results and boost organic growth.

## Skills & Competencies

- On-Page, Off-Page SEO
- Technical & Semantic SEO
- Website Audit & Analysis
- Content Strategy & Optimization
- Keyword Research & Development
- Wordpress Management
- Google Tools & Algorithm
- Communication Skills
- Critical Thinking
- Creativity & Adaptability
- Decision Making & Problem Solving
- Collaboration & Team Work
- Project Management
- Time Management

## Tools & Technologies

- Google Ads & Keyword Planner
- Google Analytics & Search Console
- Hubspot | HTML | CSS
- Screaming Frog SEO Spider
- WordPress | Moz Pro | Canva
- Ahref | SEMrush | Ubersuggest

## Education

Bachelors – B.Com | University of the Punjab, Pakistan (2015)

## Experience

SEO Specialist

05/2024 – Present

Be Brand Marketing Agency

Key Responsibilities:

- Conduct comprehensive keyword research aligned with business goals and user intent.
- Execute on-page SEO strategies including optimization of metadata, headers, content, and internal linking.
- Manage and enhance off-page SEO activities such as link-building campaigns and outreach strategies.
- Perform technical SEO audits and implement solutions to improve site crawlability, indexation, site speed, mobile responsiveness, and structured data.
- Develop and maintain a robust content strategy in collaboration with content creators to ensure SEO best practices are followed.
- Conduct competitor analysis to identify gaps, benchmark performance, and inform SEO strategies.
- Monitor and report on SEO performance metrics using tools like Google Analytics, Search Console, SEMrush, Ahrefs, etc.
- Stay up to date with the latest SEO trends, algorithm updates, and best practices.
- Collaborate with web developers, designers, and marketing teams to implement SEO recommendations effectively.

## ● Experience...

### Digital Marketer & SEO Analyst

11/2022 – 05/2024

#### ● Alba Corporation Dubai

- Managed SEO strategy and execution for Alba Cars and Alba Homes websites.
- Implemented effective on-page and off-page SEO techniques to improve rankings and visibility.
- Resolved technical SEO issues including crawl errors, mobile optimization, & better site speed.
- Developed and maintained strategic SEO plans aligned with business goals.
- Conducted competitor analysis to identify opportunities and optimize performance.
- Collaborated with developers, designers, and content teams to implement SEO best practices.
- Used tools like Google Analytics, Search Console, and SEMrush to track performance and generate reports.
- Achieved measurable growth in organic traffic and lead conversions through targeted SEO initiatives.

### Senior SEO Executive

10/2021 – 11/2022

#### ● Roshan Packages (RoshPack)

- Managed end-to-end SEO strategy and execution for the company's flagship project, RoshPack.
- Optimized the company website for search visibility, user experience, and conversion rate.
- Conducted keyword research, on-page optimization, and technical audits to improve rankings.
- Implemented content strategies to align with SEO goals and increase engagement.
- Monitored performance using tools like Google Analytics, Search Console, and Ahrefs.
- Collaborated with content writers and developers to ensure SEO best practices integrated.
- Delivered consistent improvements in organic traffic, SERP positions, and lead generation.

### SEO Executive

09/2020 – 09/2021

#### ● Emenac INC.

- Executed on-page and off-page SEO strategies to enhance website visibility & organic rankings.
- Performed keyword research, meta tag optimization, and internal linking to improve search performance.
- Collaborated with content teams to ensure alignment with SEO best practices.
- Monitored and analyzed SEO metrics using tools like Google Analytics and Search Console.
- Conducted competitor analysis to identify trends and opportunities for growth.
- Contributed to increased organic traffic and improved SERP positions through consistent optimization efforts.

### SEO Link Builder & Social Media Handle

04/2019 – 05/2020

#### ● Virikson Travel

- Executed off-page SEO strategies, including high-quality backlink building to improve domain authority.
- Supported on-page SEO efforts through keyword placement, content structuring, and meta optimization.
- Managed and optimized social media accounts across platforms to enhance brand presence and engagement.
- Created and scheduled content as part of an integrated social media marketing strategy.
- Collaborated with SEO and content teams to ensure consistency in messaging and optimization.
- Contributed to increased organic traffic and social reach through combined SEO and social efforts.

#### ● Other Info:

- **Languages:** English, Urdu
- **Nationality:** Pakistani
- **References:** Available on demand