



# HAMZA SHAHZAD

SEO SPECIALIST



Gulberg Greens, Islamabad, Pakistan



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## ABOUT ME

As a results-driven SEO Specialist, I bring a wealth of experience in optimizing **search engine performance** and driving **organic growth** for diverse brands across **CMS platforms** and **custom-built websites**. Proficient in **technical SEO audits**, **on-page/off-page optimization**, **content strategy**, and **SEO analytics**. Skilled in tools like **Google Analytics 4**, **Search Console**, **SEMrush**, **Ahrefs**, and **Screaming Frog**. Hands-on with **WordPress**, **HTML**, **CSS**, and **JavaScript SEO**. Proven ability to improve **SERP rankings**, **Core Web Vitals**, and lead **cross-functional teams** in **link-building** and **content marketing**. Committed to **continuous learning**, **mentoring**, and **data-driven SEO strategies** aligned with **business goals**.

## SKILLS

SEO TOOLS & PLATFORMS: GOOGLE SEARCH CONSOLE, GOOGLE ANALYTICS 4 (GA4), GOOGLE TAG MANAGER, SEMRUSH, AHREFS, MOZ, SCREAMING FROG SEO SPIDER, SURFER SEO, UBERSUGGEST, YOAST SEO (WORDPRESS), RANK MATH, GOOGLE DATA STUDIO (LOOKER STUDIO)

TECHNICAL SEO: CUSTOM SITE OPTIMIZATION (HTML, CSS, JAVASCRIPT), SCHEMA MARKUP & STRUCTURED DATA IMPLEMENTATION, XML SITEMAP & ROBOTS.TXT CONFIGURATION, CORE WEB VITALS & SITE SPEED OPTIMIZATION, CANONICAL TAGS, HREFLANG, AND CRAWL BUDGET MANAGEMENT, MOBILE-FIRST INDEXING, RESPONSIVE SEO DESIGN

ON-PAGE SEO: ADVANCED KEYWORD RESEARCH & MAPPING, META TAGS (TITLES, DESCRIPTIONS), HEADER TAG OPTIMIZATION, CONTENT OPTIMIZATION (E-E-A-T, NLP, LSI KEYWORDS), INTERNAL LINKING & CONTENT SILOING STRATEGIES

## WORK EXPERIENCE

### APP IN SNAP (PVT) LTD.

Islamabad

Aug 2023 - Present

#### SEO Specialist

- Led the development of integrated digital marketing strategies, focusing on SEO, SEM, Social Media, and Data Analytics.
- Excelled as a dynamic content creator, specializing in scriptwriting and conceptualization.
- Implemented bi-monthly audits and performance assessments for strategic enhancements.
- Fostered collaborative efforts with design, development, and marketing departments to refine campaign effectiveness.

### WEBLIME DIGITAL AGENCY

R.Y. Khan

Jun 2022 - Nov 2022

#### Search Engine Optimization Specialist

- Implemented on-page SEO strategies, including meta tags, headings, and keyword-rich content.
- Pioneered paid media integration, skyrocketing web traffic by 1000% via strategic Google Ads within Q1.
- Managed daily social media activities across Facebook, Instagram, LinkedIn, and YouTube, boosting brand visibility and interaction.

### M/S TINGLEDAY

Remote

Jul 2021 - Jan 2022

#### Web Content Writer

- Crafted SEO-enhanced content to boost search engine rankings and engage readers.
- Managed a strategic content calendar ensuring punctual publication and content freshness.
- Partnered with the marketing team to synchronize content with overarching campaign goals.

## EDUCATION

### KHAWAJA FREED UNIVERSITY OF ENGINEERING & INFORMATION TECHNOLOGY

R.Y. Khan

2022

#### Bachelor of Food Science and Technology

- Secured 1st place at the national DICE competition.
- Triumphed in the University's internal business idea contest, receiving seed funding of PKR 200,000.
- Created an innovative product tailored for Pakistan's younger demographic.

### BROOKFIELD GROUP OF COLLEGES

R.Y. Khan

2018

#### F.Sc (Medical)

OFF-PAGE SEO: BACKLINK AUDITS, ACQUISITION & OUTREACH, LOCAL SEO, NAP CONSISTENCY, GOOGLE BUSINESS PROFILE OPTIMIZATION, COMPETITOR & BACKLINK GAP ANALYSIS

ANALYTICS & REPORTING: SEO KPIS (CTR, BOUNCE RATE, CONVERSIONS), A/B TESTING FOR META AND PAGE CONTENT, CUSTOM DASHBOARD/REPORTING VIA LOOKER STUDIO OR EXCEL, TRAFFIC & PERFORMANCE MONITORING WITH GA4

SOFT SKILLS & STRENGTHS: CROSS-TEAM COMMUNICATION (DESIGN, DEV, CONTENT), MENTORING & KNOWLEDGE SHARING, PROJECT/TIME MANAGEMENT (AGILE/SCRUM BASICS), DETAIL-ORIENTED WITH PROBLEM-SOLVING MINDSET

COURSES

SEARCH ENGINE OPTIMIZATION DIGISKILLS  
FEB 2023

ANALYZE WEBSITE VISITORS WITH GOOGLE ANALYTICS SEGMENTS COURSERA  
OCT 2023

BASICS OF SEO UDEMY  
DEC 2020

SEARCH ENGINE OPTIMIZATION (SEO) WITH SQUARESPACE COURSERA  
NOV 2023

DIGITAL MARKETING HUBSPOT ACADEMY  
NOV 2023

EXPLORE THE POWER OF LINKEDIN 10 PEARLS  
JAN 2023

LINKEDIN ADS LINKEDIN LEARNING  
NOV 2023

LINKS

Portfolio:  
<https://hamzashahzad.com/>

LinkedIn:  
<https://www.linkedin.com/in/hamzashahzad-seospecialist/>

LANGUAGE

ENGLISH

EXTRA-CURRICULAR ACTIVITIES

AMAL ACADEMY  
Sep 2021 - Present

- AMAL CAREER-PREP FELLOWSHIP
  - Develop soft skills and leadership abilities, such as purpose-driven work, self-efficacy, and resilience.

AL-ANAHAD WELFARE FOUNDATION  
May 2019 - Present

- FINANCE AND MANAGEMENT HEAD
  - Supervising a team of 12 volunteers and delivered monthly ration for 500+ families during Covid.

INTERNSHIPS

PEARL-CONTINENTAL HOTEL  
Lahore  
Apr 2022 - Jun 2022

- Marketing Trainee
  - Developed and executed targeted marketing campaigns for hotel services, enhancing brand visibility.
  - Fostered cross-departmental collaboration to ensure cohesive marketing strategies.
  - Coordinated and managed promotional events, driving customer engagement and participation.

HALAL RESEARCH COUNCIL (HRC)  
Lahore  
Sep 2021 - Nov 2021

- Intern (Research & Development)
  - Executed comprehensive market research on halal industry trends and consumer insights.
  - Aided in the creation and execution of targeted email marketing strategies.