

ZAIN SARFRAZ

SEO SPECIALIST

☎ 03036662716
✉ zainsarfraz007@gmail.com
🌐 zain.vertexmarketing.pk
📍 297-D Citi Housing, Faisalabad.

TECHNICAL SKILLS

- Keyword Research and Analysis
- On-Page SEO
- Technical SEO
- Site Audits and Diagnostics
- Off-Page SEO
- Content Strategy and Optimization

PROJECTS

- SEO Audit and Optimization | E-commerce Website** Oct 2018
- Conducted a full-site audit using Screaming Frog and Ahrefs.
 - Implemented on-page SEO improvements, and optimized product pages.
 - Resulted in a 30% increase in organic traffic and a 20% increase in sales.
- Local SEO Campaign | Multi-location Business** Sept 2021
- Optimized Google My Business profiles for multiple locations.
 - Implemented local SEO strategies, including citation building.
 - Increased local search visibility and drove a 25% increase in local leads.
- Off-Page SEO Strategy | Technology Startup** Jan 2024
- Implemented a backlink-building campaign and high-quality backlinks.
 - Engaged on social media, increasing brand presence.
 - Achieved a 40% increase in organic search rankings.

EDUCATION

- BS Business Administration | GCUF** Oct 2011 - Nov 2015
- Covered strategies for online marketing, including SEO, and social media.
 - Focused on methodologies for collecting and analyzing market data.
 - Examined psychological and sociological factors influencing consumers.
- F.Sc Pre-Medical | Laboratory College System UAF** Aug 2009 - Sept 2011
- Score: 72%
 - Minor in Process related to Medical.
 - Divisional Science Quiz **Position Holder**.

WORK EXPERIENCE

- Convert Generation IT | SEO Expert** Jan 2023 - present
- Cutting-edge strategies for staying ahead of algorithm changes and competitors.
 - Experienced with tools like Moz, Ahrefs, and SEMrush for SEO performance.
 - Worked on best Off-page SEO strategies.
- Rise SEO Agency | SEO Specialist** Apr 2019 - Dec 2022
- Creating custom reports and dashboards to track key performance indicators.
 - Strategies for building backlinks and improving domain authority
 - Ensuring website architecture, crawlability, and indexing.