

# ZAIN SARFRAZ

## SEO SPECIALIST

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 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**

- 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**

- 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.