



# Abdul Arslan

## SEO Professional

### Contact:

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#### Address

Kartapur#Chak No 177/RB,  
Shahakot

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### Education:

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- **Matric in computer science (2017)**
- Govt High School Kartapur
- **Fs.c Pre-Engineering (2017-2019)**
- Superior College Shahakot

### Language Skills:

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#### Speak:

- Fluent in English
- Conversational in Urdu
- Can hold a conversation in Panjabi

A very passionate Search Engine Optimization (SEO) expert with more than 3 years of experience and happy clients. I am here to help businesses create a strong online presence by managing their Websites and Social Media Accounts, such as Facebook and Instagram. I'm an analytical thinker that drives leads and sales through research and testing. Reach out to me for custom gigs for anything related to Social Media Marketing, let's be successful together!

### Experience:

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#### 1. SEO Manager at Ezic Solutions (2022-2023):

- Fostered a collaborative and motivated team environment to drive success.
- Led a team of SEO specialists in implementing effective SEO strategies.
- Conducted regular performance evaluations and provided constructive feedback.
- Stayed updated with industry trends and search engine algorithm changes.
- Collaborated with cross-functional teams to ensure SEO integration into overall marketing strategies.

#### 2. SEO Specialist at The Vital Solution (2019-2021):

- Conducted extensive keyword research to identify target keywords.
- Optimized website content for improved search engine visibility.
- Assisted in website audits and recommended technical SEO optimizations.

## **Skills:**

### **Skills in SEO:**

- On-Page SEO
- Off-Page SEO
- Website Analysis
- Keyword Research
- Content Writing

## **Certification:**

### **1. Google Analytics Certificate:**

- Obtained Google Analytics certification by successfully completing the required training and passing the certification exam.

### **2. Google Search Console Certificate:**

- Earned the Google Search Console certificate by completing the necessary training and passing the certification exam.

### **3. SEO Certificate from HubSpot:**

- Acquired the SEO certificate from HubSpot through successful completion of the certification program.

## **Hobbies:**

- Cricket
- Badminton
- Blogging