

Raqib Imam

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Chakwal,Punjab

SEO & CONTENT SPECIALIST

Results-driven SEO & Content Specialist with 3 years of experience in developing and executing SEO strategies, content creation, and digital marketing campaigns. Proficient in keyword research, on-page & off-page SEO, technical SEO, and content optimization. Skilled in leveraging analytics tools (Google Analytics, SEMrush, Ahrefs) to improve rankings and organic traffic. Passionate about crafting engaging, high-converting content that aligns with SEO best practices.

SKILLS & COMPETENCIES

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|-----------------------------------|------------------------------|--|
| • SEO Strategy & Implementation | On-Page & Off-Page SEO | • Technical SEO Audits (Screaming Frog, Google Search Console) |
| • Keyword Research & Optimization | Content Marketing & Blogging | |
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PROFESSIONAL EXPERIENCE

SEO & Content Specialist

Jan 2023 - Present

NT DIGITAL

- Developed and executed SEO strategies, increasing organic traffic by 60% in 1year.
- Conducted keyword research and optimized 10+ web pages, improving rankings for high-value keywords.
- Performed technical SEO audits, fixing crawl errors, broken links, and improving site speed.
- Monitored performance using Google Analytics & Search Console, providing actionable insights.

Content Writer / SEO Specialist

Jan 2022 - Aug 2023

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- Researched and wrote SEO-friendly content, increasing engagement by 70%.
 - Improved click-through rates (CTR) by optimizing meta titles and descriptions.
 - Collaborated with marketing teams to align content with business goals.
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EDUCATION & CERTIFICATIONS

ADP IT & MANAGEMENT

University of Central Punjab
Majors: OS - Networking & Programming

Google Analytics Certification
CERTIFICATE - Google

FSC

Horizon Commerce Collage