

Syed Muhammad Ali Atif

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Objective

A results-driven SEO professional with a Bachelor's in Computer Science and 1+ year of experience in onsite and remote working environments. Proficient in keyword research, on-page, off-page, and technical SEO. Seeking an SEO Executive/Analyst and Specialist position to contribute to impactful digital marketing strategies and drive measurable growth.

Professional Experience

Junior SEO Executive | CofCode Technologies – Onsite, Rawalpindi

Dec 2024 – Present

- Conducted comprehensive keyword research to identify low-competition, high-traffic opportunities, driving organic growth.
- Optimized website content, meta tags, headers, and internal linking to enhance search engine visibility and improve user experience.
- Developed and implemented off-page SEO strategies, including backlink acquisition and outreach campaigns, to build domain authority.
- Performed technical SEO audits, resolving issues related to site speed, mobile optimization, and crawl errors.
- Managed and optimized Google My Business listings, increasing local search rankings and visibility.
- Created SEO-friendly blogs and optimized existing content to align with target keywords and user intent.
- Monitored and analyzed website performance using Google Analytics and Search Console, providing actionable insights in regular reports.
- Collaborated with cross-functional teams to ensure SEO strategies aligned with business objectives.

SEO Intern | Operations Pro – Onsite, Islamabad

Oct 2024 – Dec 2024

Worked as an Intern

- Conducted keyword research using tools like Google Keyword Planner, Moz, and SEMrush.
- Performed on-page and off-page SEO, optimizing meta titles and descriptions.
- Tracked and analyzed SEO metrics and website performance.
- Created and optimized content, including off-site blogs and backlinks.
- Conducted SEO audits and prepared reports for improvements.
- Enhanced website optimization and anchor text.
- Developed strategies for keyword ranking and competitor analysis.

Intern | Pakistan Stock Exchange-PSX, Karachi**Nov 2023 – Dec 2023**

Worked as Intern IT-Software Development

- Java basics/OOP internship
- Technologies: Wildfly, MySQL, PostgreSQL, SVN
- Understanding Spring MVC, Eclipse Java EE
- Proficient in Pentaho PDI
- Tasks: CSV exports, table transformations
- Key project: resolved THIMS download issue

Virtual Boot Camp Student | Extreme Commerce Incubator, Karachi**Jan 2021 – Sep 2021**

Worked as VBC Student - Shopify and Facebook Ads

- I learned Shopify store Creation, Custom Store Design, Theme Design, Facebook Ads, and strategy.

Education

Iqra University, Karachi | BS Computer Science**Jan 2020 – March 2024**

CGPA: 3.20

Key Skills

- Keyword Research and Optimization
- On-Page and Off-Page SEO
- Technical SEO (Audits, Mobile Optimization, Site Speed)
- Google Search Console and Google Analytics
- Backlink Building Strategies
- Content Optimization and SEO-Friendly Writing
- Local SEO (Google My Business Optimization)
- Competitor Analysis

Tools and Technologies

- Google Search Console
- SEMrush, Moz
- Screaming Frog
- WordPress, Rank Math

Languages

- English (Fluent)
- Urdu (Native)