

MUHAMMAD ALI

PROJECT MANAGER



CONTACT

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- hukumat.com

SUMMARY

Project Management and SEO expert with 5+ years of progressive experience in strategizing and executing high-impact campaigns. Proven ability to grow organic traffic (150%+), lead and mentor teams, and align strategies with business goals. Twice awarded Manager of the Year. Currently driving performance and client satisfaction as Project Manager at Hukumat Networks.

SKILLS

PROFESSIONAL

- SEO Tools: Ahrefs, SEMrush, Moz, Screaming Frog, BrightLocal
- Google Platforms: Analytics, Search Console, Looker Studio
- Microsoft Office (Word, Excel, PowerPoint)
- Technical SEO & On-Page Optimization
- Competitor Analysis & Strategy
- Client Communication & Reporting

EDUCATION

- BS - COMPUTER SCIENCE**
Capital University of Science & Technology
2015 - 2019
- FSC - PRE ENG**
PGC RWP
2012 - 2014

WORKING EXPERIENCE

PROJECT MANAGER

Hukumat Networks | 2023 - Present

- Lead cross-functional teams in SEO, PPC, and development.
- Manage 50+ client projects focusing on deadlines, ROI, and strategic direction.
- Optimize team workflows and ensure alignment with client goals.
- Report directly to senior leadership on KPIs and campaign health.

SEO MANAGER

Hukumat Networks | 2021 - 2023

- Supervised a team of 15+ SEO experts and analysts.
- Implemented white-hat SEO techniques that increased organic traffic by 150%+ across client websites.
- Created and executed long-term SEO strategies.
- Mentored junior team members and conducted training sessions.

SEO EXPERT

Ascend Marketing | 2019 - 2021

- Conducted in-depth keyword research & competitor analysis.
- Optimized on-page and off-page SEO elements for clients.
- Improved SERP rankings for over 100 targeted keywords.
- Produced weekly performance reports and recommended actionable insights.