



Syed Ali Hassnain

Date of birth: 01/11/1994 | **Place of birth:** Gujrat , Pakistan | **Nationality:** Pakistani |

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● ABOUT ME

Results-Driven SEO Specialist with 4+ years of experience enhancing online visibility, boosting organic traffic, and improving search rankings through strategic optimization. Expertise in **On-Page & Off-Page SEO**, **keyword research** (Google Keyword Planner, SEMrush, Ahrefs), **technical SEO audits**, and **competitive analysis**. Proficient in leveraging **Google Analytics**, **Search Console**, and SEO tools to analyze performance and implement data-backed strategies.

Collaborates seamlessly with content teams to develop **high-ranking, SEO-optimized content** while staying ahead of algorithm updates. Passionate about driving sustainable growth through innovative SEO techniques and measurable outcomes.

● EDUCATION AND TRAINING

01/09/2014 – 18/09/2018 Islamabad, Pakistan

BACHELOR OF SCIENCE IN COMPUTER SCIENCE Alhamd Islamic University

- The functionalities of the proposed system include the students on board, the speed, the location, and displaying the map in the user interface of the android application which serves the administrator, drivers, and parents to monitor the bus.
- The student's information such as the register number, parents' contact details, and other details are taken at the time of admission and stored in the database.
- The camera module is placed at the entrance of the bus. The student can board the bus only if his/her face is recognized. Once the face has been recognized and the student has boarded the bus, his/her parents will be notified that the student has boarded the bus. LCD placed at the entrance will display if the face is recognized or not.

Website <https://www.aiu.edu.pk/site/> | **Field of study** Computer Science | **Final grade** 2.5/4 |

Thesis IOT based Smart School Security System

18/10/2011 – 21/08/2014 Gujrat, Pakistan

INTERMEDIATE (ICS), MAJOR SUBJECT: MATHEMATICS, PHYSICS, COMPUTER SCIENCE BISE, Gujranwala, Pakistan

Website <https://bisegrw.edu.pk/>

24/10/2009 – 17/07/2011 Gujrat, Pakistan

MATRICULATION (COMPUTER SCIENCE), MAJOR SUBJECT: MATHEMATICS, PHYSICS, COMPUTER SCIENCE BISE, Gujranwala, Pakistan

Website <https://bisegrw.edu.pk/>

● WORK EXPERIENCE

 **BELLMEDEX (MEDICAL BILLING COMPANY) – RAWALPINDI , PAKISTAN**

OFF PAGE SEO & OUTREACH SPECIALIST – 01/06/2025 – CURRENT

Data-Driven Off-Page SEO and Outreach Specialist | BellMedEx

Results-oriented SEO professional with a proven track record in driving organic growth through strategic Off-Page SEO and outreach campaigns. Currently serving as an **Off-Page SEO and Outreach Specialist** at BellMedEx, where I lead initiatives to improve domain authority, acquire high-quality backlinks, and elevate search engine visibility across competitive niches.

Core SEO Expertise:

Off-Page SEO and Link Building:

Link Building: Secured high-DA backlinks through guest posts, niche edits, HARO, and digital PR
Local SEO: Optimized Google Business Profiles, citations, and local directory listings
Brand Mentions: Built unlinked brand mentions and earned media coverage
Influencer and Community Engagement: Collaborated with industry influencers and forums for brand amplification
Social Signals: Leveraged social media platforms to enhance content reach and engagement
Tools and Technologies:
Ahrefs, Moz, SEMrush (Backlink analysis and competitor research)
BuzzStream, Hunter.io, Pitchbox (Outreach and relationship management)
• **Google Search Console and Analytics** (Tracking referral traffic and performance)

 **PYRAMIDS GLOBAL (HEALTHCARE & IT COMPANY)** – RAWALPINDI, PAKISTAN

SEO SPECIALIST – 12/06/2023 – 12/05/2025

Results-driven SEO professional with 4+ years of experience in enhancing organic search rankings, increasing website visibility, and driving targeted traffic. Expertise in both **on-page and off-page SEO**, including:

- ✓ **On-Page SEO:** Meta tag optimization, content structuring, internal linking, and schema markup to improve SERP rankings.
- ✓ **Off-Page SEO:** Strategic backlink building (guest posting, niche edits), local SEO, and authority-boosting tactics.
- ✓ **Keyword Research:** Leveraging **Ahrefs, SEMrush, and Google Keyword Planner** to identify high-value keywords and optimize content.
- ✓ **Technical & UX Optimization:** Improved site speed, mobile responsiveness, and crawlability for better rankings and user engagement.
- ✓ **Performance Tracking:** Analyzed data via **Google Analytics & Search Console** to refine strategies and maximize ROI.

Certified in Digital Marketing & Social Media Marketing, enabling a holistic approach to online growth. Passionate about staying ahead of **SEO trends** and implementing data-driven strategies to boost organic traffic and business success.

 **STREE DIGITAL** – RAWALPINDI, PAKISTAN

SEARCH ENGINE OPTIMISATION SPECIALIST – 01/03/2021 – 31/05/2023

Data-driven SEO professional with proven expertise in both On-Page and Off-Page SEO strategies to maximize organic visibility and drive sustainable growth. Specializing in comprehensive website optimization and authoritative link building to improve search rankings and domain authority.

- ✓ **On-Page SEO:**
 - Optimized meta tags, headers, and content structure for improved SERP rankings
 - Enhanced internal linking strategies to boost page authority and user engagement
 - Implemented schema markup to increase rich snippet appearances

Core Off-Page SEO Expertise:

- ✓ **Link Building:** Secured **high-DA backlinks** through guest posts, niche edits, HARO, and digital PR
- ✓ **Local SEO:** Optimized Google Business Profiles, citations, and local directory listings
- ✓ **Brand Mentions:** Built unlinked brand mentions and earned media coverage
- ✓ **Influencer & Community Engagement:** Collaborated with industry influencers and forums for brand amplification
- ✓ **Social Signals:** Leveraged social media platforms to enhance content reach and engagement

Tools & Technologies:

- **Ahrefs, Moz, SEMrush** (Backlink analysis & competitor research)
- **BuzzStream, Pitchbox** (Outreach & relationship management)
- **Google Search Console & Analytics** (Tracking referral traffic & performance)

● **LANGUAGE SKILLS**

Mother tongue(s): **URDU | PANJABI; PUNJABI**
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C1	B2	B2	C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● SKILLS

Off-Page SEO | Backlinks | Guest Posting | "Google Search Console" | Good knowledge of SEO tools (Screaming Frog, SEMrush, Ahrefs) | website audit | Keyword research | Search Engine Optimization & Search Engine Marketing | Search engine optimization | Digital Marketing | Social-Media Marketing | Instagram | Twitter | Gmail | WhatsApp | Internet user | Microsoft Office | Microsoft Powerpoint | Zoom | LinkedIn | Facebook | Social Media | Google Drive | Social Media Management - Social Media Ads