

MUHAMMAD MOAZ ARSHAD

SEO MANAGER / WORDPRESS
DESIGNER TEAM LEAD

CONTACT

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- House no 41, Street number 2, DD Block, PWD, Islamabad, Pakistan.

SKILLS

- Search Engine Optimization (SEO)
- On-Page SEO
- Off-Page SEO
- Technical SEO
- Google Analytics
- Google Search Console
- SEMrush & Ahref Tools
- Communication
- Reporting & Analysis
- Backlinks Building
- WordPress Website
- CMS Development
- Team Lead
- Project Management
- Budget Planning
- WordPress SEO
- Lead Generation
- Social Media Management
- Website Content Creation
- Email Marketing
- SEO Strategist
- Ecommerce SEO
- Blogging
- Leadership

PROFILE SUMMARY

Highly motivated and results-oriented SEO Manager and Digital Marketing Strategist with 6+ years of experience. Proven ability to craft and execute comprehensive SEO strategies that propel businesses to the top of search engine results pages (SERPs) and elevate brand visibility. Expertise spans on-page, off-page, and technical SEO, ensuring websites achieve maximum visibility and captivate target audiences. Skilled in CMS web development and WordPress website design, crafting user-friendly experiences that convert.

WORK EXPERIENCE

SEO Manager / WordPress Website Team Lead

Dallas Parrots October 2023 - Present

- Increased organic traffic by 324% (7k to 29.7k) in 4 months as SEO Manager & WordPress Team Lead at Dallas Parrots.
- Led website overhaul, improving user experience (UX), aesthetics, and technical SEO for search engine ranking & user engagement.
- Implemented SEO best practices, achieving top Google rankings for key industry terms.
- Improved on-page SEO score by 17 points (76 to 93) for enhanced website optimization.
- Utilized analytics to monitor performance, track key metrics, and assess SEO strategy effectiveness.
- Orchestrated content creation across website copy, social media posts, and email campaigns.
- Managed social media platforms (Facebook, Instagram, Twitter) to drive community engagement, brand awareness, and audience growth.
- Collaborated with designers, backlink experts, content creators, and stakeholders to define website goals, target audience, and KPIs.
- Spearheaded a 7-member team, fostering communication and streamlining website design & content strategy.
- Executed technical SEO tactics for optimal website crawling, indexing, and search engine visibility using Google Search Console.
- Leveraged data analytics to inform website optimization strategies and ensure continuous improvement in organic traffic and search engine rankings.
- Successfully managed a comprehensive website overhaul project within a defined timeframe, ensuring on-schedule completion and alignment with overall business goals.

SEO Team Lead / WordPress Designer

Premier Choice International January 2020 - August 2023

- Promoted to Team Lead within 1 year at Premier Choice International, overseeing a team of designers, developers, SEO experts, and social media managers.
- Optimized & coordinated website design, development, SEO optimization, and social media strategies for the team.
- Provided guidance, training, & support to team members, ensuring project success and achieving business objectives.

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EDUCATION

Bachelor's In Computer Science
Bahria University
Islamabad

2015-2019

I have done my bachelors in
computer science.

CERTIFICATIONS

12 in 1 Complete Digital Marketing
Course from Udemy

Search Engine Optimization
Complete Specialization Course from
Udemy

Web Development Training from
Bahria University

Project Management Professional
(PMP) Certified from PMI Islamabad

Data Analyst Course from Coursera
and Udemy

SAP Activate Project Manager
Certified from Abacus

LANGUAGES

English Native or Bilingual

Urdu Native or Bilingual

Japanese Basic

- Integrated collaborative workflows & strategies to streamline processes and boost team efficiency.
- Led team meetings, conducted performance reviews, and contributed to strategic planning and decision-making.

SEO Executive / WordPress Designer

Premier Choice International

January 2019 - January 2020

- Developed and launched a WordPress website for the Real Estate sector at Premier Choice International (started as SEO Executive/WordPress Website Designer).
- Oversaw and optimized the website for SEO, achieving improved search engine rankings and organic traffic growth.
- Created SEO strategies including keyword research, on-page optimization and link building to enhance online visibility.
- Crafted and scheduled engaging social media content for audience growth and brand awareness.
- Directed social media platforms to foster community engagement.
- Monitored website performance and analytics to track progress and identify optimization opportunities.
- Utilized data-driven insights to inform SEO strategies and ensure continuous website improvement.

WordPress Website Intern

LMNTAX

July 2018 - December 2018

- I have designed and developed a custom WordPress website for LMNTAX which is a tax consultancy firm in Virginia.
- I created a visually appealing and user-friendly interface catering to the target audience.
- Successfully integrated the company's branding and messaging throughout the website.
- Integrated WordPress themes and plugins to ensure full functionality and meet specific client requirements.
- Mentored the website's content and SEO, including writing and editing various content formats like articles and blog posts.
- Optimized web content for search engines, improving organic traffic and visibility.
- Monitored website traffic and performance metrics, identifying areas for SEO improvement.
- Implemented ongoing SEO strategies to enhance the website's search engine ranking.