

MUHAMMAD MOAZ ARSHAD

SENIOR SEO MANAGER / HEAD OF SEO

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SUMMARY

As a Senior SEO Manager with over eight years of experience, I build sustainable online growth by integrating traditional SEO—technical, on-page, and content strategy—with modern AI-powered optimization. My work involves using AI for content strategy, automating audits, and leveraging data insights to help websites adapt to evolving search algorithms. Combined with custom WordPress website design, this approach ensures your site is not just optimized for today, but future-proofed for the era of AI search, driving consistent traffic and revenue.

PROFESSIONAL SKILLS

SEO	AI-Powered SEO
SEO Strategy	E-commerce SEO
Analytics	Local SEO

TECHNICAL SKILLS

Technical SEO	Voice Search
Keyword Research	Performance Reporting
Intent Mapping	Content Siloing

PROFESSIONAL EXPERIENCE

Senior SEO Manager, Digifik Agency	September 2023 - Present
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- Direct a 30+ member SEO team in creating and implementing customized strategies that boost client visibility and drive measurable business growth
- Execute comprehensive keyword research and competitor analysis to uncover high-value opportunities aligned with user intent and client goals
- Manage both on-page and off-page optimization efforts, from meta-tagging and content structure to strategic link-building for improved domain authority
- Perform technical SEO audits across client websites, resolving critical issues in site speed, crawlability, and indexing to enhance performance
- Develop and deploy advanced link-building and digital PR campaigns that secure authoritative backlinks and strengthen online reputation
- Analyze key performance metrics using analytics platforms, delivering data-driven insights and actionable recommendations for continuous improvement
- Integrate emerging approaches like Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO) to future-proof client visibility
- Oversee significant SEO budgets, ensuring optimal resource allocation and ROI while scaling organic traffic and conversion rates

SEO Team Lead / WordPress Designer, Premier Choice International	Jan 2020 - Aug 2023
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- 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.
- Integrated collaborative workflows & strategies to streamline processes and boost team efficiency.

SEO Executive / WordPress Designer, Premier Choice International

Jan 2019 - Dec 2019

- 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 Internship, LMNTAX

Jul 2018 - Dec 2018

- Designed and developed a custom WordPress website for a Virginia-based tax consultancy firm, delivering a visually appealing and user-friendly interface
- Integrated company branding and messaging throughout the site while ensuring full functionality through strategic theme and plugin implementation
- Created and optimized website content for search engines, including articles and blog posts to improve organic visibility
- Looked into website performance metrics and traffic patterns to identify SEO improvement opportunities
- Executed ongoing SEO strategies that enhanced search engine rankings.

PROJECTS

Transforming Traffic for Verywell Health - Digifik

2023

I led the SEO strategy for Verywell Health, increasing their organic traffic from 59M to 82.3M monthly visitors (39% growth) while strengthening their E-A-T authority in the competitive health niche.

Accelerating Sales for a Singaporean Used Car Dealer With SEO - Digifik

2023 - 2024

I revitalized a Singaporean used car dealer's online presence through a localized SEO strategy, driving a 162% increase in clicks and a 166% surge in impressions to directly boost sales conversions and qualified leads.

Dallas Parrots SEO Optimization - Digifik

2023 - Present

I engineered a complete SEO transformation for Dallas Parrots, skyrocketing their monthly revenue from \$40K to \$126K and setting them on a clear trajectory to surpass \$1 million in annual sales through targeted organic growth strategies.

EDUCATION

Bachelor's In Computer Science

2015 - 2019

- Completed my Bachelor In Computer Science from Bahria University Islamabad.

ADDITIONAL INFORMATION

- **Languages:** English, Urdu.
- **Certifications:** , Go High Level Masterclass, Preparing Data for Analysis in Microsoft Excel, Complete Digital Marketing Course, Web Development training, SAP Activate Project Manager
- **Awards/Activities:** PMI Training Award (2021), Certificate of appreciation by Employ-ability Platform.