Ayesha Sadheer

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☐ **Email address:** aswati917@gmail.com ☐ **Phone number:** (+92) 3405534983

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Gender: Female **Date of birth:** 14/05/1998 **Nationality:** Pakistani

ABOUT ME

SEO Executive with 2 years of experience in effective online marketing and optimization. Performed online research and keyword searches targeting new and potential clients. Produced performance reports using analytical data gained from research and client analysis. Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success, and boosting sales. Excellent analytical, organizational, and decision-making abilities

EXPERIENCE HISTORY

[05/09/2022 – Current] **SEO Skills**

Ikonic Solutions

City: Islamabad
Country: Pakistan
Main activities and responsibilities:

- On-page and Off-page SEO tasks.
- Created successful SEO plans and campaigns for several clients.
- Have delivered Proven SEO results within 2-4 months depending upon niche and location.
- Created SEO reports for clients about their keyword's position and improvement.
- Proofread and edit client content to alleviate errors and improve overall quality.
- Provided detailed reporting and analysis on client website demographics and statistics using Google Analytics.
- Link-building experience according to Link-building webmaster guidelines.
- Experience in both creating and finding backlinks opportunities based upon broken links outreaching and guest posting, etc.
- Experience in identifying and, removing bad backlinks that can trigger spam scores.

[10/ 01/ 2020] **SEO Skills**

Ninja Tech Sol

City: Rawalpindi
Country: Pakistan
Main activities and responsibilities:

- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture, and content.
- Worked with the development team to properly implement SEO best practices on newly developed code.
- Maintained knowledge of current market trends and algorithm updates of top search engines.
- Provided detailed reporting and analysis on client website demographics and statistics using Google Analytics.
- Optimized copy and landing pages for search engine marketing purposes.
- Analyzed and audited clients' websites to address performance issues.
- Completed keyword research to target clients based on keyword targeting.
- Utilized search engine optimization and emphasized the importance of the k building.
- Performed in-depth analysis of new client sites.
- Developed and implemented quality link-building strategies.

LANGUAGE SKILLS

Mother tongue(s): Urdu

Other language(s):

English
LISTENING C1 **READING** B2 **WRITING** B2
SPOKEN PRODUCTION B2 **SPOKEN INTERACTION** B1

MY DIGITAL SKILLS

Microsoft Office | Social Media |Keyword analysis | Keyword Research | Backlinks | ahrefs | Google: (Google My Business, Google ADS, Google Analytics) | google search console | SOCIAL MEDIA MARKETING | content writing | Google Insights

QUALIFICATION

BS (IT)   **GPGC Mandian Abbottabad (2016-2020)**

My Digital Skills

Microsoft Office | Social Media | Zoom | Keyword analysis | Keyword Research | Backlinks | ahrefs | Google: (Google Business, Google ADS, Google Analytics) | google search console | SOCIAL MEDIA MARKETING | content writing | Google Insights

EDUCATION AND TRAINING

[10/09/2016 – 10/09/2020] **BS IT**

GPGC Mandian Abbottabad

DIGITAL SKILLS

My Digital Skills

Microsoft Office | Social Media | Zoom | Keyword analysis | Keyword Research | Backlinks | ahrefs | Google: (Google Business, Google ADS, Google Analytics) | google search console | SOCIAL MEDIA MARKETING | content writing | Google Insights