

# Tahoor Hameed

*Results-focused SEO professional with 4 years of experience and expertise in search engine optimization, analytics, and content optimization. Proven ability to increase online visibility, drive traffic, and improve conversion rates through data-informed strategies.*

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## Work Experience

### SEO Analyst & B2B Storefront Operations Lead

*SeeBiz Inc. | March 2023 - Present*

*Lahore, Pakistan (Onsite)*

- Led a team responsible for managing storefront deliveries, SEO, and operations.
- Managed the creation, operation, and delivery of over 70 B2B storefronts for clients, overseeing design, product uploads, categorization, and SEO.
- Identified and addressed indexing and crawling issues on the website to optimize search engine visibility & technical SEO.
- Collaborated with the PPC team on campaigns for clients to enhance storefront marketing, significantly boosting online visibility and customer engagement.
- Enhanced brand reputation by effectively managing client reviews.
- Collaborated with the SeeBiz Sales department to streamline deliveries and improve efficiency.
- Worked closely with the product research team to address challenges encountered during operations.
- Consistently provided suggestions for improvement based on identified problems and concerns.

### Search Engine Optimization Executive

*SeeBiz Inc. | Mar 2021 - Apr 2023*

*Lahore, Pakistan (Onsite)*

- Developed and executed SEO strategies both onsite and offsite
- Conducted keyword research, competitor analysis, and content optimization
- Performed technical SEO audits and implemented recommendations
- Monitored and reported on SEO performance and results using Google Analytics and other tools
- Acquired high authority backlinks to enhance brand credibility and improve SEO rankings.
- Planned and executed campaigns for various products and services, resulting in increased brand awareness and higher customer satisfaction.
- Identified broken links and developed strategies for timely resolution.

## **Digital Marketing Specialist**

*The Social Byte | April 2024 - Present*  
*Lahore, Pakistan (Part-Time/Remote)*

- Increased client traffic by 30% within 3 months through targeted SEO strategies.
- Led the SEO Team for both onsite and off-site tasks.
- Effectively managed PPC campaigns, achieving lead costs of just 1.89% of the budget, demonstrating high cost-efficiency.
- Enhanced site metrics and user engagement through continuous optimization effort
- Performed technical SEO audits and implemented recommendations
- Oversaw & Led the social media team for all platforms, enhancing engagement for both the company and its clients.
- Managed client communications by presenting detailed monthly SEO reports and soliciting feedback to enhance strategies.

## **Search Engine Optimization Associate**

*Iworks | Dec 2020 - Feb 2021*  
*Lahore, Pakistan (Onsite)*

- Implemented SEO & Link Building strategies for various websites
- Concentrated efforts on outreach and guest posting to enhance brand visibility and engagement.
- Performed on-page and off-page optimization techniques

- Created and updated SEO reports and dashboards using Google Analytics.
- Stayed updated with the latest SEO trends and best practices

## **Search Engine Optimization Intern**

*Xinexo Ltd | Mar 2020 - Nov 2020*

*Lahore, Pakistan (Onsite)*

- Built backlinks for growing e-commerce businesses through quality, SEO-driven articles.
- Presented and implemented website and integrated solutions to complement business operations.
- Did Guest Posting and Blog Commenting for better rankings.
- Got backlinks through forum posting, web 2.0, and social bookmarking.

## **Education**

### **Master of Science (MS) in Political Science**

*University Of The Punjab | 2021 - 2023*

- Focus on political theory, comparative politics, and international relations

### **Bachelor of Commerce (BCom)**

*University Of The Punjab | 2017 - 2019*

- Emphasis on accounting, finance, and business management

## **Skills**

SEO Audits, Keyword Research, Technical SEO, Link Building, On-Page SEO, Off-Page SEO, Local SEO, Competitor Analysis, Content Optimization, Mobile SEO, E-commerce SEO, WordPress, Content Strategy, Content Creation, Data Analysis, Performance Monitoring, Reporting, Trend Awareness, A/B Testing, PPC Management, Social Media Optimization (SMO), Email Marketing, Conversion Rate Optimization (CRO), Campaign Planning and Execution, Team Collaboration, Leadership, Project Management, Client Communication

## **Tools**

Google Analytics, Google Ads, Google Search Console, Google Tag Manager, SEMrush, Ahrefs, Moz Pro, Screaming Frog, Yoast SEO, SEOquake, Ubersuggest, Google PageSpeed Insights, GTmetrix, Google Trends, Google Keyword Planner, MozBar, Trello, ChatGPT 4, Canva, MailChimp, Microsoft Office, WordPress