

Shah Faisal

SEO Specialist | Digital Marketing Executive | Word Press (CMS) Specialist

Karachi, Pakistan | [+92 3352730033](tel:+923352730033) | shahfaisal212@outlook.com | [linkedin.com/in/shah-faisal-seo/](https://www.linkedin.com/in/shah-faisal-seo/)

Professional Summary

SEO Specialist with 3+ years of experience in Digital Marketing, specializing in Search Engine Optimization, Content Strategy & Wordpress based Website Optimization. Experienced in Improving Organic Search Visibility through Keyword Research, On-Page SEO, Technical SEO and Backlinks Building Strategies. Proficient in using tools Such as Google Analytics, Google Search Console, SemRush, Ahrefs and Mo to analyze website performance & identify growth opportunities. Hands-on experience working on freelance and client-based projects focused on improving ranking and website optimization.

Work Experience

AK Tech Globe

SEO Specialist & Content Writer

Karachi, Pakistan

Aug 2023 – Apr 2025

- Implemented SEO strategies to improve organic rankings and website visibility.
- Conducted keyword research and created optimized content for blogs and landing pages.
- Optimized on-page SEO, including meta tags, headings, and internal linking.
- Used Google Analytics, Search Console, and Ahrefs for performance tracking and analysis.

Self-Employed

WordPress Developer

Karachi, Pakistan

2025 – Present | Remote

- Designed and developed responsive WordPress websites using Elementor and premium themes.
- Converted UI designs into fully functional, mobile-friendly web pages with optimized user experience.
- Installed and configured SEO, caching, and security plugins to improve website speed and performance.
- Performed regular website maintenance, updates, and optimization for stability and usability.

Education

Iqra University

Software Engineering

Bachelor's Degree

Sept 2021 – Feb 2025

Key Projects

Expert Digital Solution – Technical & On-Page SEO

Jul 2023 – Oct 2023

Implemented on-page SEO, including meta tags, headings, internal linking, and content optimization to improve search performance.

<https://expertdigitalsolution.com/>

Falcon System – SEO Optimization

Sept 2024 – Jan 2025

Performed keyword research, on-page SEO, and content optimization to improve organic search visibility.

<https://falconsysco.com/>

Emarix Web (UAE Client) – WordPress Website Development & SEO Content

June 2025-July 2025

WordPress Developer & SEO Content Writer: Built a WordPress agency website and created SEO-optimized content with on-page SEO implementation.

<https://emarixweb.com/>

Faa Quran Academy – Website Restructuring & SEO Optimization

Dec 2025 - Feb 2026

Restructured WordPress website, improved navigation, and implemented on-page SEO, including content optimization and metadata improvements.

<https://faaquranacademy.com/>

Skills

Search Engine Optimization (SEO)

Advanced

organic traffic, SERP optimization, website visibility, search ranking, keyword research, technical SEO, on-page SEO, off-page SEO, backlinks, crawlability



WordPress

Advanced

website development, page builder, website editing, theme customization, responsive design, CMS management



Languages

Urdu

Native speaker



SEO Content Writing

Advanced

SEO articles, web content, keyword optimization, readability, content structure, engagement, landing page content, blog writing



Others Skills

Basic

Canva, Figma, excel, Social Media management



English

Professional working proficiency

