

MUHAMMAD HASHIM

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SEO Executive

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SUMMARY

As a seasoned SEO specialist with over 7 years of experience in the multinational industry, I have honed my skills in optimizing online presence and driving tangible results. My expertise spans a wide range of SEO techniques, including keyword research, on-page and off-page optimization, technical SEO, and content strategy. With a commitment to staying ahead of the ever-evolving digital landscape, I am well-versed in the latest SEO trends and best practices. I excel in collaborating with cross-functional teams to develop and execute effective digital marketing strategies. Ready to leverage my wealth of experience and skills to drive growth and success in the digital arena.

EDUCATION

Universty of Punjab Lahore

MBA Finance
2011 – 2015

Universty of Punjab Lahore

B.com
2009 – 2011

BISE Faisalabad

Ics
2007 – 2009

BISE Faisalabad

Matriculation
2004 – 2006

SKILLS

- Strong organizational and time-management skills.
- Exceptional communication and interpersonal skills.
- Ability to work independently and as part of a team.
- Detail-oriented and able to handle multiple tasks simultaneously.
- Skilled at forming and motivating teams for success.

LANGUAGES

- English
- Urdu
- Punjabi

PROFESSIONAL EXPERIENCE

SEO Executive | Team Lead

Agency Stack | May 2019 - Present

As an SEO strategist with more than 4 years of experience, I've successfully led a high-performing team in implementing effective digital marketing strategies. I've consistently driven organic traffic growth, improved search engine rankings, and enhanced online visibility for diverse clients. My leadership skills include team building, project management, and mentoring team members to achieve outstanding results. I excel in leveraging data-driven insights to develop and execute comprehensive SEO campaigns, delivering measurable ROI.

SEO Consultant

Global Marketing | July 2016 - May 2019

As an SEO consultant in a multinational company, I played a pivotal role in the SEO Audit and Campaign Analysis team. My responsibilities encompassed comprehensive keyword research, conducting SEO audits, and in-depth campaign analysis from on-page, off-page, and technical perspectives. I consistently delivered actionable insights and recommendations to enhance online visibility, drive organic traffic, and maximize ROI for clients, leveraging my analytical skills and in-depth SEO expertise.

INTERNSHIPS

Ibrahim Fibers | Mar 2015 - May 2016

During a 3-month internship in the accounts department, I acquired insights into industrial procurement, financial operations, and import-export processes.

MCB Bank | Feb 2012 - Apr 2012

At the bank internship, I acquired a deep understanding of the systematic workings of Rupee Traveler Cheques (RTC) and gained practical experience in the remittance department, learning the intricacies of remittance processes.