

Muhammad Moosa

Sr. SEO Strategist



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As an SEO specialist with over 10 years of experience in the SEO, content, and digital marketing field, I have developed a strong understanding of the latest search algorithms and techniques, and have a track record of delivering successful SEO campaigns for a variety of clients.

I am a team player who values collaboration and communication. I have a positive attitude and enjoy working with others to achieve common goals. I believe that my combination of technical expertise and personal attributes make me an excellent candidate for an SEO manager position.



Skills



SEO



Excellent



Social media marketing



Good



Research



Excellent



Strategic content planning



Excellent



User Experience



Excellent



Growth Strategies



Very Good



Work History



Sr. SEO Strategist

High Level Marketing, Montgomery, AL

- Develop and execute comprehensive SEO strategies to improve organic traffic and search engine rankings for assigned clients
- Build and manage a diverse link-building campaign to increase the authority and credibility of client websites.
- Create a step-by-step link-building process to produce effective links for clients and reduce the budget we ideally spend on link-building.
- Collaborate with cross-functional teams, including content, design, development, and support teams, to ensure SEO is fully integrated into

2022-03 - Current

2021-04 - 2022-03

all website projects.

- Communicate effectively with account managers & clients to provide regular updates on SEO efforts and results.

● **SEO - Product Lead**

OneLocal, Toronto, ON

- Update the SEO Process and ensure everything we offer is aligned with the Google updated and helps us produce the result the client is looking for.
- As a team lead, I help the internal team update with new tactics and techniques to improve SEO practitioners.
- Build and Manage the SEO Process that we can implement and follow on all clients.
- Stay up-to-date with the latest SEO trends and best practices, and continuously seek opportunities to improve SEO performance.
- Work with sales and account managers to increase SEO client growth by 100% in less than a year.
- Work with sales and account managers to reduce the client's churn rate.

2019-08 - 2021-03

● **SEO Strategist**

Thrive Internet Marketing, Arlington, TX

- Develop and execute comprehensive SEO strategies to improve organic traffic and search engine rankings for client websites
- Conduct keyword research and on-page optimization to ensure website content is optimized for targeted search terms.
- Implement technical SEO best practices, such as improving site speed and mobile responsiveness and conducting technical SEO audits to identify and fix technical issues that may be hindering search performance
- Utilize SEO tools such as Google Analytics and Ahrefs to track and report on website performance and provide recommendations for improvement
- Collaborate with cross-functional teams, including content, design, and development teams, to ensure SEO is fully integrated into all website projects
- Communicate effectively with clients to provide regular updates on SEO efforts and results.

2015-02 - 2016-06

● **Inbound Manager**

The Workplace Depot, Nottingham

- Developing and implementing comprehensive inbound marketing strategies to increase organic traffic and improve search engine rankings for client websites.
- Optimize website content, including blog posts, landing pages, and product pages, to ensure they are optimized for search engines and meet users' needs.
- Building and managing a diverse link-building campaign to increase the authority and credibility of the internal ecommerce websites.
- Staying up-to-date with the latest SEO trends and best practices and continuously seeking opportunities to improve SEO performance.
- Reporting to the director of growth

2013-03 - 2015-01

Freelance SEO Consultant

SEtalks, Karachi

- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize the budget.
- Recommended website architecture, content, and linking changes to improve SEO positions for target keywords.
- Analyzed SEO outreach goals and presented findings to the marketing director.
- Performed ongoing keyword discovery, expansion, and optimization to increase organic search footprint and drive relevant site traffic.
- Collaborated with team to investigate critical SEO-related issues and provided impactful solutions.
- Tracked, reported, and analyzed website analytics to drive strategy and improve user experience.

2011-03 - 2013-02

SEO Analyst

Master Key Systems, Dubai

- Recommended website architecture, content, and linking changes to improve SEO positions for target keywords.
- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize the budget.
- Planned, ran, and analyzed client PPC initiatives and campaigns to increase sales, generate leads and promote brand awareness.
- Executed tests, collected and analyzed resulting data, and identified trends and insights to achieve maximum ROI in paid search campaigns.
- Maintained Google and Bing Webmaster Tools accounts and monitored for crawling and indexing issues.
- Incorporated XML sitemaps, robots.txt files, and 301 redirects to facilitate search engine spidering, crawling, and indexing.
- Performed ongoing keyword discovery, expansion, and optimization to increase organic search footprint and drive relevant site traffic.
- Tracked, reported, and analyzed website analytics to drive strategy and improve user experience.

2011-08 - 2012-04

SEO Analyst

Superb Internet, Honolulu, HI

- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize budget.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Researched and analyzed competitor website and advertising links to gain insight into new strategies.
- Tracked, reported and analyzed website analytics to drive strategy and improve user experience.
- Created customized marketing materials to increase product awareness.
- Created content strategies for digital media.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
- Delivered services to customer locations within specific timeframes.

Education

2023-01 - Current



BBA: Business Administration

Federal University - Karachi, Pakistan

2019-02 - 2021-03



High School Diploma

Government College - Karachi, Pakistan



Writing



With over a decade of experience in the SEO industry, I have a wealth of knowledge and experience to share. I have contributed to various platforms and blogs, and my work has been published on reputable websites such as Search Engine Journal, Moz.com, Business.com, Huffington Post, and SEMrush, among others.