



FAHAD BIN ZAFAR

TECHNICAL SEO / WEB DEVELOPER

ACHIEVEMENTS

- In-House POD Competitions:
 - Recognized for consistently achieving the best overall average position improvements in Google
 - Achieved the highest volume of clients ranked on the first page.
 - Secured the highest quantity of positive reviews from satisfied clients within a single month
- Successfully restructured the workflow to enhance efficiency.



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Email

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Address

Dubai, UAE



Website

fahadbinzafar.com

HIGHLIGHTS

- Full Stack SEO
- 12+ years of Experience
- On-page Optimization
- Technical Audits
- Implementing Best Practices
- Improve Traffic and Rankings
- Diverse Industry Experience
- Fresh Perspective and New Ideas
- Attention to Detail
- Technical issue resolution
- WordPress, Shopify, Wix, Magento and Custom CMS
- Programming languages (PHP, C#, HTML, CSS, JavaScript)
- Problem-solving skills
- Track record of success
- Continuous learning and growth

LANGUAGE SKILLS

English 95%

URDU 100%

PUNJABI 100%

WORK EXPERIENCE

PRESENT
APR 2019



SENIOR TECHNICAL SEO EXPERT
UNITED SEO - DUBAI, UAE

- Campaign Strategies.
- Track & Analyze Performance.
- Team Management.

MAR 2019
MAR 2015



SENIOR MARKETING SPECIALIST
SOFIZAR - LAHORE, PK

- Conducting Market Research
- SEO / PPC Campaigns.
- Research and Analytics

MAR 2015
MAR 2011



SEO ANALYST
SOFIZAR - LAHORE, PK

- Responsible for developing and implementing SEO and Social Media strategies from the ground up

EDUCATION

OCT 2015
SEP 2013



MASTER OF COMPUTER SCIENCE
UMT - LAHORE, PK

- Graduated in information Technology.

MAR 2011
FEB 2009



MBA - FINANCE
COMSATS CIIT, LAHORE, PK

- Graduated in Business Administration

ABOUT ME

As a **Technical SEO Specialist** with over **12+ years of experience**, I deeply understand how search engines work and how to **Optimize Websites** for maximum **Visibility and Performance**. My expertise includes on-page optimization, technical audits, and implementing technical SEO best practices.

I have a strong track record of **Improving Website Traffic** and **Search Engine Rankings** for a wide range of clients across **Various Industries**, these have included E-Commerce, Healthcare, Finance, Education, and more. My **Diverse Background** allows me to bring a fresh perspective and new ideas to each project. My **Attention to Detail** and ability to communicate technical concepts to non-technical stakeholders make me an **Asset to Any Team**.

I have had the opportunity to work with a **Wide Range of Content Management Systems** (CMSs). My experience includes optimizing websites on WordPress, Shopify, Wix, Magento, Drupal, and Joomla as well as custom (CMSs). I have a strong understanding of the unique SEO considerations of each CMS and am skilled at identifying and **resolving any technical issues** that may arise.

In addition to my technical skills, I have a background in **web development** and **programming languages** such as PHP, C#, HTML, CSS, and JavaScript. This allows me to not only identify technical issues but also to implement solutions and track their effectiveness.

I always seek new opportunities to learn and grow as a technical SEO specialist. I am confident in my ability to help organizations **achieve their online marketing goals** through sound technical strategies and execution.

CURRENT JOB HIGHLIGHTS

- Agency Environment.
- 80+ clients from various industries.
- Website SEO Audits.
- Competitor Analysis.
- Backlink Analysis.
- Yearly SEO action plans.
- Research and Testing.
- Content Management
- Team coordination.
- Devising Off-site Strategies.
- Technical On-Site implementations.
- Responsible to Improve performance for challenging websites.

SKILLS

- | | | | | |
|-------------|---------------|-------------|--------------------|-----------------|
| • SEO | • Wordpress | • PHP | • Google Analytics | • Photoshop |
| • SEM | • Shopify | • HTML | • Search Console | • MS office |
| • Social | • Wix | • CSS | • Tag Manager | • Visual Studio |
| • Web Dev | • Magento | • JS | • SEMrush | • File zilla |
| • Designing | • Laravel | • MySql | • Moz Analytics | • ScreamingFrog |
| • Content | • Codeigniter | • Scripting | • Ahref | • Canva |

I AM A QUICK LEARNER, AND READY TO LEARN ANY NEW SKILL IF REQUIRED