

Aashif

SEO Specialist

SEO professional with 5 years of experience in improving search engine rankings and driving organic traffic. Expertise in keyword research, on-page optimization, and effective link-building strategies. Proficient in using SEO tools such as Google Analytics, SEMrush, and Ahrefs to monitor performance and improve visibility.

EXPERIENCE

Real Homez, Noida

Digital Marketing Specialist

June 2023 - Present

- Led and executed comprehensive digital marketing strategies, including SEO, social media marketing, and paid ad campaigns.
- Managed a team of digital marketing specialists, providing guidance and support to ensure successful campaign execution.
- Optimized SEO for company websites, boosting search rankings and increasing organic traffic.
- Collaborated with the web development team to design and launch new sites, integrating SEO improvements to maximize visibility and drive traffic.
- Partnered with the sales team to create targeted campaigns that aligned with lead generation and conversion goals.

KADE Ventures, Noida

Sr. SEO Specialist

May 2022 - June 2023

- Conducted comprehensive ongoing keyword research, competitive analysis, and website audits to identify opportunities for optimization.
- Developed and executed on-page and off-page optimization strategies, resulting in a 40% increase in organic traffic within six months.
- Collaborated with content creators to develop SEO-friendly content and improve website rankings.
- Monitored performance metrics using Google Analytics, provided insights, and suggested strategies for improvement.

Echrontech, Delhi

SEO Executive

July 2020 - May 2022

- Conducted keyword research and optimized website content to improve organic search rankings.
- Implemented on-page SEO techniques, including meta tag optimization, URL restructuring, and internal linking.
- Executed link building strategies to increase the website's authority and organic visibility.
- Stayed updated with the latest SEO trends, algorithm changes, and industry best practices.

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<https://aasifanwer.github.io>

SKILLS

- Keyword Research and Analysis
- Content Creation and Optimization
- On-page and Off-page Optimization
- Website Audit and Analysis
- Link Building and Guest Post Outreach
- SEO Tools (Screaming Frog, Ahrefs, Google Analytics and Search Console)

EDUCATION AND CERTIFICATIONS

Blue Arrey Academy

Technical SEO and SEO Manager Certification Course

2022 & 2023

Digital Vidya, Gurgaon

Certified Digital Marketing Master Course
2020

Board of High School and Intermediate Education Uttar Pradesh

Intermediate Science (12TH)

2018

PROJECTS WORKED ON

Exhale Wellness, HolistaPet, Happy Go Leafy, Social Zinger, The Island Now, Real Homez and more.

PUBLICATIONS (Top Stories and Sponsored Articles / Parasite SEO)

WebMD, Men's Journal, Orlando Magazine, US Weekly, San Diego Magazine, Times of Israel, Analytics Insights, Outlook India and many more.