

MOHAMMAD USMAN BASHIR

MBA Marketing | SEO Specialist | Marketing Manager | Digital Marketer

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Highly motivated SEO Specialist and Blogger with 3+ years of experience driving website traffic and improving search ranking for clients across diverse industries, including Finance, SaaS, and Technology. Proven ability to leverage SEO best practices and content creation strategies to achieve significant results.

Areas of Expertise

- Keyword Research
- Competitive Analysis
- Schema Markup
- On-Page Optimization
- SEO Content Creation
- Link Building
- Content Strategy
- Technical Audits
- SEO Tools (GA, GSC, Ahref)

Career Experience

Startfleet LLC – USA (Remote)
SEO Manager

May 2022 - Present

- Spearheaded comprehensive on-site & off-site SEO competitor analysis to identify ranking opportunities.
- Leveraged Google Analytics for insightful performance reports, driving data-driven SEO decisions for the company.
- Developed high-quality, SEO-optimized content to engage audiences & drive organic traffic to the company website.
- Collaborated on blog content creation to increase website traffic & audience engagement for the company.
- Led keyword research & content optimization strategies, ensuring content aligns with target keywords for improved company website ranking.
- Stayed abreast of latest SEO trends, keeping the company website optimized in a dynamic landscape.
- Identified & pursued high-quality link-building opportunities through guest posting, HARO, & white-hat strategies to improve website authority.
- Developed & implemented content marketing strategies to amplify website reach & organic visibility for the company.

Freelance
SEO Specialist and Website Designer

January 2021 - Present

- Increased website traffic and organic ranking for clients across diverse industries through comprehensive SEO strategies.
- Conducted competitor analysis and implemented white-hat backlink building strategies to improve website authority.
- Performed technical SEO audits, on-page optimization, and keyword research to elevate search engine visibility.
- Managed and created high-quality, SEO-optimized content aligned with best practices and user engagement.
- Developed and implemented data-driven content strategies to attract and engage target audiences.
- Designed and developed user-friendly and SEO-optimized WordPress websites for various clients (e.g., Ecommerce, informational, Business).

Global Commerce Media
Digital Marketing Intern

February 2023 – May 2023

- Developed and implemented basic SEO strategies for the company website, focusing on keyword density, readability, and on-page optimization.
- Utilized market research to identify target audience and inform website content creation.
- Learned how to handle the WordPress content management system.

- Created search engine optimized (SEO) content for the website to improve organic visibility.
- Gained experience in social media marketing through creating content for social media.

Pak Elektron Limited (PEL)
Marketing Intern

September 2020 – October 2020

- Conducted market research to analyze PEL product popularity and competitor landscape.
- Identified PEL's weaknesses in the TV market through market analysis.
- Developed and presented a new demo product concept to address identified market gaps and enhance PEL's TV market dominance.
- Presented market research findings and demo product concept to company stakeholders.

PNY Trainings
SEO Intern

June 2020 – September 2020

- Executed white-hat backlink building strategies for PNY Trainings website, including social bookmarking, PDF backlinks, and blog commenting.

Education

Institute of Business Administration, University of the Punjab
Master in Business Administration (Marketing), 2022 – 2024 (Expected)

Institute of Business Administration, University of the Punjab
Bachelor in Business Administration (Marketing), 2018 – 2022

Certifications

- SEO, Blogging and Affiliate Marketing Training | iSkills (2022)
- Canva Masterclass | LWS Academy (2022)
- Digital Marketing | DigiSkills.pk (2020)
- Search Engine Optimization | DigiSkills.pk (2020)
- Social Media Marketing: ROI | LinkedIn (2020)
- WordPress | DigiSkills.pk (2020)
- Content Writer | DigiSkills.pk (2020)
- Adobe Photoshop | Udemy (2020)
- Fiverr Masterclass | Udemy (2020)
- YouTube SEO | Udemy (2020)

Volunteer Work

Al Sharq Forum
Web Coordinator

June 2020 – July 2022

- Supported the Al-Sharq Youth Impact program as a Web Coordinator. This initiative provided incubation support and online resources to empower new businesses from war-affected countries in the Middle East.

Shaukat Khanum Memorial Cancer Hospital and Research Centre
Social Media Marketing Team Leader

July 2020 – August 2020
April 2020 – May 2020

- Led social media marketing teams for seasonal campaigns like Zakat Collection (Ramadan) and Animal Hides Collection (Eid-al-Adha), developing engaging content and targeted strategies to raise awareness and participation.