

MOHAMMAD USMAN BASHIR

MBA Marketing | Digital Marketing Specialist | SEO Expert

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Professional Summary

Results-driven SEO Specialist and Digital Marketing Professional with 4+ years of experience optimizing website performance and enhancing search engine visibility for clients across Finance, SaaS, and Technology sectors. Adept at developing comprehensive SEO strategies, conducting in-depth keyword research, and creating engaging, SEO-optimized content. Proven track record of increasing organic traffic, improving SERP rankings, and boosting conversion rates through data-driven tactics and cutting-edge SEO tools. Skilled in on-page and off-page SEO, technical audits, competitor analysis, and content marketing. Committed to staying ahead of industry trends and algorithm updates to deliver sustainable, long-term results.

Areas of Expertise

- Search Engine Optimization (SEO)
- Email Marketing
- Website Management
- Content Marketing Strategy
- Competitor Analysis
- Marketing Tools (Google Analytics, Google Ads, Instantly)
- Digital Marketing Analytics
- Marketing Campaign Management
- SEO Tools (Google Search Console, Ahref, SEMrush)

Career Experience

Amox Solutions Inc.
Associate SEO Specialist

June 2024 - Present

- Increased **organic traffic** by **680%**, growing total website visits from **4,100 in June** to **32,000 by September 2024**.
- Boosted **clicks** by **58.19%**, from **3,540 in June** to **5,600 in September**, driving substantial growth in organic search traffic.
- Amplified **search impressions** by **323.89%**, from **113,000 in June** to **478,000 by September**, significantly improving the site's visibility.
- Grew **organic and direct new users** by **646.57%**, from **4,019 in June** to **30,000 by September**, through effective keyword research, on-page optimization, and SEO audits.
- Conducted detailed SEO audits and implemented improvements, resulting in sustained growth across key metrics such as **clicks, impressions, and new users**.
- Performed targeted keyword research and content optimization, contributing to a substantial **increase in click-through rates** and **search visibility** from June to September.

Startfleet LLC – USA (Remote)
SEO Manager

April 2022 - Present

- Spearhead comprehensive on-site & off-site SEO competitor analysis to identify ranking opportunities
- Leverage Google Analytics for insightful performance reports, driving data-driven SEO decisions for the company
- Develop high-quality, SEO-optimized content to engage audiences & drive organic traffic to the company website
- Collaborate on blog content creation to increase website traffic & audience engagement for the company
- Lead keyword research & content optimization strategies, ensuring content aligns with target keywords for improved company website ranking
- Stay abreast of latest SEO trends, keeping the company website optimized in a dynamic landscape
- Identify & pursue high-quality link-building opportunities through guest posting, HARO, & white-hat strategies to improve website authority

- Develop & implement content marketing strategies to amplify website reach & organic visibility for the company

Freelance

January 2021 - Present

SEO Specialist and Website Designer

- 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

NEXT MBA

Marketing Director Course 2024 – 2025 (Expected)

Institute of Business Administration, University of the Punjab

Master in Business Administration (MBA Marketing), 2022 – 2024 (Expected) – Thesis (On-going)

Institute of Business Administration, University of the Punjab

Bachelor in Business Administration (BBA 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.

Beyond Work

A devoted PC gaming enthusiast, always ready to dive into immersive virtual worlds and tackle challenging quests. My passion extends to the vibrant realms of anime and manga, where I lose myself in captivating storylines and intricate character development. These interests not only provide a welcome escape from the daily grind but also fuel my imagination and keep my mind sharp. Whether strategizing in a game or discussing the latest anime plot twists, I find joy in these pursuits that offer both entertainment and food for thought.