

MOHAMMAD USMAN BASHIR

MBA Marketing | SEO Specialist | Digital Marketing Manager

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Professional Summary

Results-focused SEO Specialist with 4+ years of experience driving organic growth across SaaS, Finance, and Technology sectors. Expert in developing comprehensive search strategies that blend technical optimization with strategic content creation. Known for translating complex SEO concepts into actionable plans while staying ahead of industry trends. Proven track record of scaling digital presence and user engagement through data-driven approaches and innovative optimization techniques.

Areas of Expertise

- Search Engine Optimization (SEO)
- Content Marketing Strategy
- Digital Marketing Analytics
- Link Building
- Google Analytics 4 (GA4)
- Google Search Console
- SEMrush & Ahrefs
- Website Management
- Technical Site Auditing
- Keyword Research & Analysis
- Campaign Management
- Email Marketing

Career Experience

Amoxt Solutions Inc.
Senior SEO Specialist

January 2025 - Present

- Led substantial **subscriber growth from 32K to 43.5K+** (36% increase) for AI writing platform
- Scaled user engagement metrics with **591.6% growth**, reaching 161K active users and 160K new users
- Achieved **5.7X growth in Google Search Console clicks** (58.6K from 10.2K) and **16.8X increase in impressions** (4.43M from 264K)
- Expanded Bing visibility with **8.8K clicks** and **375.9K impressions**, creating additional revenue stream
- Developed comprehensive content strategy targeting AI writing and productivity segments
- Implemented advanced technical SEO and conversion optimization strategies
- Led team initiatives for content creation and optimization across multiple channels
- Established data-driven SEO processes focusing on user acquisition and retention

Associate SEO Specialist

June 2024 – January 2025

- Drove **subscriber growth from 15K to 32K (113% increase) in six months**
- Developed and optimized 100+ articles focused on AI writing tools and use cases
- Created conversion-focused content strategy targeting potential AI tool users
- Implemented technical SEO improvements to enhance platform visibility
- Established comprehensive tracking systems using GA4 and Search Console
- Conducted competitive analysis to identify market opportunities
- Earned promotion based on exceptional growth metrics and performance

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.