



AWAIS YASEEN

SEO SPECIALIST

CONTACT

+92309-8710042

awaisyaseen999@gmail.com

Lahore, Pakistan

awaisyaseen.com

<https://www.linkedin.com/in/awais-yaseen/>

EDUCATION

2015 - 2020

ISLAMIA UNIVERSITY

- Bachelors of Computer Science (BSCS)

2013 - 2015

LEADS GROUP OF COLLEGES

- I.com (Commerce)

SKILLS

- Webmaster Tools
- On-page
- Off-page
- Technical SEO
- Schema Markup
- Screaming Frog
- Keyword Research
- Local SEO
- CRO
- Website Speed Optimization
- Google Analytics
- Website Audits
- Project Management
- Leadership

ABOUT ME

An experienced SEO Specialist with a proven track record in the digital marketing industry. I provide comprehensive digital marketing services, including SEO, Local SEO, Google Business Profile Optimization, Brand Management, Social Media Marketing, and Ads Management.

WORK EXPERIENCE

PRG

2024 - PRESENT

Team Lead SEO

- Monitored and led the SEO team to ensure efficient workflow and achievement of targets.
- Crafted comprehensive SEO strategies to improve organic search rankings and drive traffic.
- Managed SEO efforts for both in-house and client projects, ensuring high standards and successful outcomes.
- Collaborated closely with content creators, developers, and designers to ensure cohesive and optimized project delivery.

Qbatch

2023 - 2024

Sr. SEO Specialist

- Develop and execute comprehensive SEO strategies and campaigns that align with the company's goals and objectives.
- Collaboration with content, UI/UX, Developers and BD teams to align marketing strategies with business goals & identify new opportunities.
- Conducted website audits with tools like Screaming Frog, Ahrefs, and Google Search Console, and managed On-page and Off-page SEO tasks.

InvoZone

2021- 2023

Team Lead SEO

- Ensure brand consistency across all marketing channels and materials.
- Craft and implement SEO strategies and campaigns that align with company goals and objectives.
- Collaborate with content, UI/UX, development, and business development teams to synchronize marketing strategies with business objectives and identify new opportunities.

Golden KeyStone

2020- 2021

SEO Executive

- Managed and optimized SEO campaigns for US-based local business projects.

REFERENCE

- References will be provided upon request.