



# Hafeez ur Rehman

## SEO Expert

Result-driven and analytical professional with extensive years of experience in local and organic SEO. Excel at examining, reviewing, and implementing websites that are optimized to be picked up by search engines. Ability to develop in-house database for collection of contact details. Demonstrated capability of coordinating content and SEO research to maximize customer accessibility.

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[📍 Canal Bank Housing Scheme, Lahore, Pakistan](#)

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## Education

### Bachelor's of Computer Science

University of Gujrat  
08/2017 - 06/2021

### Intermediate (ICS)

Government Shalimar College Baghbanpura,  
Lahore  
03/2015 - 09/2017

### Matric (Computer Science)

Arqam House Public Boys High School, Lahore  
02/2015,

## WORK EXPERIENCE

### SEO Executive

*IZ-Global*

07/2025, Present

Completed full website on-page SEO, including keyword optimization, meta tags, headings, internal linking, and technical improvements. Optimized all content, created social media accounts, planned backlinks, and blog publication. Managed Google My Business. All work was executed in Dutch with accurate translation and localization using ChatGPT for clear, consistent messaging.

## Search Engine Optimization

## SKILLS

On Page SEO Off Page SEO Technical SEO  
Google Analytic Google Search Console  
Keyword Research GMB Optimization Wordpress  
Shopify Meta Ad's Google Ad's

## Key Achievements

- Increased organic traffic by 120% within 6 months through SEO optimization.
- Ranked multiple competitive keywords on Google's first page.
- Generated high-quality backlinks from high DA websites.
- Improved website conversion rate through landing page optimization

## SEO Tools

- Ahrefs
- SEMrush
- Google Keyword Planner
- Google Analytics
- PageSpeed Insight
- Google Search Console
- Yoast SEO
- Clarity
- Canva

## Social Media

## *Digitor Matrix*

12/2024

At Digitor Matrix, I manage e-commerce and service SEO projects remotely. I research topics, create blog content with ChatGPT, and publish optimized posts. Using Ahrefs, I perform keyword research and competitor analysis to boost rankings, drive organic traffic, and support long-term growth, including guest posts on paid blogs.

## **Search Engine Optimization**

*Cyber Meteors*

07/2022 - 01/2024

Experienced SEO specialist skilled in creating optimized on-site content, including meta descriptions and page titles. Conducts keyword research to improve conversions and attract qualified traffic. Monitors daily, weekly, and monthly traffic and keyword rankings. Performs off-page SEO to improve SERP positions, manages Google Ads campaigns, publishes blogs, and prepares detailed monthly performance reports.

## **Google Ad's**

*Cyber Meteors*

02/2023 - 06/2024

Results driven Google Ads specialist with 2 years of experience in optimizing campaigns and generating high ROI. Proven track record in boosting ad performance and profitability.

## **YouTube SEO**

*Local*

01/2024 - 07/2024

Experienced YouTube SEO specialist with 7 months of expertise in optimizing videos to achieve higher rankings on YouTube, driving visibility and engagement.

## **Programing Language**

*Cyber Meteors*

03/2022 - 08/2022

In this company I learn programming Laravel, HTML, CSS, JQuery

We handle social media management by creating professional accounts across platforms, designing engaging content, and publishing posts and reels consistently. Our approach boosts brand visibility, attracts followers, and strengthens online presence.

## **Certification**

Web Development (PSDF) (01/2020 - 07/2020)

## **Language**

- English  
(Intermediate) *Limited Working Proficiency*
- Urdu  
*Full Professional Proficiency*

## **Interest**

- 1- Phone Games
- 2- Cricket