

# SAQIB ALI

## SEO Manager

Gojra 36120

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Results-driven SEO Specialist and WEB Developer with 5+ years of experience in digital marketing, specializing in SEO audits, on-page/technical optimization, lead generation, and content strategy.

Proven track record of increasing organic traffic and improving search rankings for clients across industries. Adept at managing multiple projects, collaborating with cross-functional teams, and delivering data-driven results.

## Work Experience

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### SEO Specialist

BubbleBum UK Limited

October 2025 to Present

Worked as an SEO Executive responsible for technical SEO, on-page optimization, keyword strategy, and supporting development-level improvements for a Shopify-based global eCommerce website. The role focused on improving crawl efficiency, market-based visibility, AI search readiness, and long-term organic growth.

### SEO Manager

Droplogix

November 2024 to Present

- Manage end-to-end SEO campaigns for diverse client websites, including ShapiroDiamonds.com, OBJktsJewelry.com, MyUmri.com, Empawr, and others, ensuring alignment with business objectives.
- Conduct comprehensive technical SEO audits, identifying critical issues (e.g., crawlability, indexation, site speed) and developing actionable improvement plans.
- Implement data-driven strategies to resolve technical gaps, optimize on-page elements, and enhance off-page authority.
- Deliver detailed monthly performance reports for clients, showcasing KPIs (e.g., traffic growth, ranking improvements) and ROI-driven insights.
- Collaborate with developers and content teams to execute SEO recommendations, ensuring seamless cross-functional integration.

### WordPress Developer

Fiverr/Upwork

November 2024 to Present

- Deliver custom WordPress and Shopify solutions for global clients, specializing in:
  1. Front-end development (HTML5, CSS3, Bootstrap, JavaScript, Liquid)
  2. Back-end customization (PHP for WordPress, Shopify APIs)
  3. Responsive design, theme customization, and performance optimization
- Maintain a 4.9/5 star rating across 30+ projects by ensuring clean code, on-time delivery, and proactive client communication.
- Collaborate with clients to translate business needs into scalable, user-friendly websites/e-commerce stores.

## **SEO Manager**

Albarik-Gojra

August 2024 to Present

- Solely manage the company's entire digital marketing, including SEO, PPC campaigns, email marketing, and web development.
- Design and execute email campaigns to nurture leads and drive conversions, leveraging automation tools for targeted outreach.
- Develop and maintain the company website, ensuring optimal performance, speed, and mobile responsiveness.
- Run PPC campaigns (e.g., Google Ads, Meta) with A/B testing to maximize ROI and reduce cost-per-acquisition.
- Implement end-to-end SEO strategies including keyword research, on-page optimization, and technical fixes to improve organic rankings.

## **SEO Executive**

Jardine-Gojra

January 2023 to September 2024

- Spearheaded SEO strategies for multiple websites including Gameover.pk, Gameoverstore.co.uk, Loft25.pk, Gardenistauk.com, and WeAreJardine.com, improving organic rankings and traffic.
- Transitioned to B2B Marketing due to organizational needs, managing outreach campaigns, lead generation, and sales support to drive business growth.
- Performed web development tasks, including the development of WeAreJardine.com and optimizing website speed across platforms to enhance user experience and SEO performance.
- Conducted keyword research, on-page/off-page SEO, technical audits, and competitor analysis to align with best practices and business goals.
- Collaborated with cross-functional teams to integrate SEO insights into content and marketing strategies.

## **Education**

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### **BSCS**

University of Faisalabad

2017 to 2021

### **ICS (Intermediate)**

Post Graduate College Gojra-Gojra

2015 to 2017

### **Computer Science (High School)**

M.C high school gojra-Gojra

2012 to 2014

## **Skills**

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- Shopify Developer
- WordPress Developer
- SEO
- B2B Lead Generation
- Content Writing

## Languages

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- Urdu - Native
- English - Intermediate

## Links

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<http://saqibali7339.github.io/Portfolio>

<https://www.linkedin.com/in/saqib-ali-seo>

## Certifications and Licenses

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### **Fundamentals of digital marketing**

May 2024 to Present

### **Google Analytics Certification**

February 2024 to Present

### **Build a Full Website using WordPress**

January 2024 to Present