

Rafi Ullah

SEO Executive

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Professional Summary

SEO Executive with one year of hands-on experience in local SEO, WordPress development, and social media management. Proven ability to increase website traffic, improve local search visibility, and generate leads through structured SEO strategies, silo architecture, and data-driven marketing efforts.

Experience

SEO Executive

Pro Building Designer (Agency), Besham

Apr 2025 – Present

- Performed comprehensive on-page SEO including content optimization, internal linking, and metadata improvements.
- Executed off-page SEO strategies such as link building and citation management to improve domain authority.
- Handled technical SEO tasks including site audits, indexing issues, and page speed optimization.
- Conducted keyword research for service-based and location-focused keywords to improve search visibility.
- Designed and implemented silo site structure for better crawlability and topical authority.
- Supported lead generation efforts through SEO-driven landing pages and email marketing campaigns.

Local SEO Specialist (Freelance)

Car Detailing Business, Saudi Arabia

Nov 2025

- Improved Google Business Profile visibility resulting in higher traffic and leads.
- Applied local SEO strategies including citations and location-based optimization.

Social Media Manager

Whims Tech, Karachi

Nov 2024 – Mar 2025

- Collaborated with cross-functional teams on SaaS product marketing.
- Conducted competitor research and supported sales team with engagement insights.

Social Media Marketing Specialist (Freelance)

Local Brands (Clothing, Food, Services)

- Managed social media accounts and executed Meta Ads campaigns.
- Increased engagement and lead generation for multiple local businesses.

WordPress Local SEO Developer (Freelance)

Architect Business

Oct 2025

- Developed WordPress website with location-based pages and geo-tagging.
- Implemented local schema markup and silo structure for improved local rankings.

Skills

Local SEO, SEO, WordPress Development, Social Media Management, Meta Ads, Lead Generation, Email Marketing, Project Management, Team Collaboration

Education

BS English

University of Swat

2021 – 2025

Certifications

Local SEO Course — She Remotely (Oct 2025)

Freelancing — DigiSkills (Mar 2023)

Digital Marketing — DigiSkills (Nov 2023)

Digital Marketing — Sidra Naseem Skills Hub (Dec 2024)