


# SEO/ Digital Marketer

PERSONAL INFORMATION

Jaweria Babar

 Sargodha,Punjab (Pakistan)

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WORK EXPERIENCE

Jun 2024– Aug 2024

SEO Specialist

Techpartner ,Lahore (Remote)

SEO Specialist

My responsibilities include,

- Implementation of black-hat off-page techniques to improve page-rank that include, link building, local listing, blog submission, directory submission, blog comments, image sharing & profile creation.

Jan 2023– June 2024

SEO

Dream Developers, Lahore (Pakistan)

SEO junior

My responsibilities include,

- Branding & Keyword Analysis.
- Website Audit for Technical SEO
- On-Page Improvements & Content optimization for pages.
- Implementation of white-hat off-page techniques to improve page-rank that include, link building, Google my business, local listing, blog submission, directory submission, blog comments, image sharing & profile creation and many more

EDUCATION AND TRAINING

## PERSONAL SKILLS

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**Mother tongue(s)** Urdu, Punjabi, English

**Communication skills** I have good verbal and textual communication skills. I carefully listen to instructions given to me and provide clear and concise instructions to my team mates and sub-ordinates.

**Organizational / managerial skills** I am a good team player. Having been previously worked as an team lead, I have good organizational and managerial skills.

**Job-related skills**

- Hands on experience on top tools Ahrefs, Moz, SEMrush, Keyword. etc.
- Hands on experience on google analytics and search console.
- Google ad-sense.
- Basic WordPress development
- Website Setup
- Blogging

### Experience Summary

In my 1.5years of experience, I have worked on dozens of ecommerce ,Services and blogging projects and all the sites under my command and with Partnership ,experienced great rankings and significant increase in sales.

