# NASRUMMINALLAH ZEESHAN

**SEO Specialist | SEO Strategist | Technical SEO Expert**

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## PROFESSIONAL SUMMARY

SEO professional with 10+ years of experience developing and executing organic search strategies across SaaS, WordPress products, technology, blogs, and professional services. Expertise in Technical SEO, On-Page SEO, keyword research, content strategy, SEO audits, search intent optimization, link building, and performance reporting. Proven success increasing organic pageviews by 133% within 7 months, securing 10+ Google Featured Snippets, and contributing to rankings across 1,300+ keywords. Experienced in international remote environments, cross-functional collaboration, campaign management, and SEO training.

## CORE COMPETENCIES

Technical SEO • On-Page SEO • SEO Audits • Keyword Research • Content Strategy • Search Intent Analysis • Competitor Analysis • Link Building • WordPress SEO • SEO Reporting • SERP Analysis • Content Optimization • SEO Campaign Management • Organic Growth Strategy

## TOOLS & TECHNICAL SEO

**Platforms & Analytics:** Google Search Console, Google Analytics, Semrush, Moz, Ubersuggest, Google Keyword Planner, GTmetrix, WordPress, Yoast SEO

**Technical SEO:** Crawling & Indexing, XML Sitemaps, Robots.txt, Redirects, Canonical Tags, Schema Markup, Core Web Vitals, Page Speed, Duplicate Content, Broken Links, Website Migrations

## PROFESSIONAL EXPERIENCE

### SEO Expert | WP Tech Support  February 2023 - Present | Full-time | Freelance | Remote | UK

- Develop and execute SEO initiatives spanning keyword research, search-intent-led content creation, optimization, and organic performance monitoring.
- **Increased organic pageviews from 3,000 to 7,000 within 7 months, representing approximately 133% growth.**
- Secured Google Featured Snippets for 10+ articles through targeted content development and optimization.
- Contributed to rankings across 1,300+ keywords through keyword targeting, content strategy, and ongoing optimization.
- Translate keyword opportunities into prioritized content briefs and calendars, using SEO reviews to guide ongoing optimization.
- Collaborate with content creators and developers on SEO content processes, site structure, technical fixes, and performance improvements.

### SEO Manager | WP Supporters  July 2022 - February 2023 | Contract | Remote | UK

- Managed SEO campaigns and workflows across content strategy, content production, ranking optimization, reporting, and backlink acquisition.
- **Developed search-intent-focused content strategies that helped position priority pages within Google Top 10 search results.**
- Produced monthly SEO reports using Google Analytics and Google Search Console, translating performance data into actionable recommendations.
- Tracked ranking movement and organic trends, coordinating content refreshes and backlink acquisition based on performance signals.
- Coordinated campaign priorities across content, reporting, and link acquisition to support sustained organic visibility.

### Technical SEO Expert | Lakewood Media Limited  February 2022 - January 2023 | Part-time | Remote | US

- Conducted comprehensive technical SEO audits to identify and resolve crawlability, indexability, and organic visibility issues, contributing to a **113% improvement in search rankings within 3–5 months**.
- Monitored Google Search Console to identify indexing errors, coverage issues, search performance trends, and technical SEO opportunities, resolving **370+ errors across 17+ projects**.
- Analyzed and optimized XML sitemaps, robots.txt directives, canonical tags, redirects, internal linking, duplicate content, and broken links.
- Identified page speed and Core Web Vitals issues and worked with developers to implement technical performance improvements.
- Provided SEO recommendations for website architecture, URL structure, internal linking, and site migrations to improve search engine accessibility and organic performance.
- Trained and collaborated with 10+ development and content teams to prioritize technical SEO fixes and integrate SEO best practices into website updates.

### SEO Strategist | WP Bakery  July 2021 - January 2022 | Freelance | Remote | US

- Developed and executed SEO strategies focused on improving organic search visibility, keyword rankings, and website performance.
- Conducted keyword research, competitor analysis, and SERP analysis to identify high-value organic growth and content opportunities.
- Achieved **Google rankings for 17+ articles** through search-intent-driven content strategy, keyword targeting, and on-page optimization.
- Created 33+ FAQ-focused articles targeting relevant user queries and long-tail search opportunities.
- Increased **search impressions and CTR by 37%** through content optimization and organic search performance improvements.
- Validated on-page and technical implementation with content and development teams, turning findings into prioritized SEO recommendations.

### Search Engine Optimization Analyst | Contactora  September 2021 - January 2022 | Full-time | Freelance | Remote | UK

- Wrote **25 SEO-focused articles** aligned with target keywords and user search intent.
- Secured Google Featured Snippets through content optimization and search-intent targeting.
- Optimized **17+ topic clusters** to strengthen topical relevance and improve organic search performance.
- Conducted technical SEO analysis and competitor/backlink research to identify opportunities affecting organic visibility.
- Prepared and presented SEO reports covering campaign performance, key findings, and recommended actions.

## PROFESSIONAL EXPERIENCE (CONTINUED)

### SEO Auditor | Visual Composer August 2018 - December 2020 | Full-time | Freelance | Remote | USA

- Conducted **10+ SEO audits** to identify technical, content, and organic search optimization opportunities.
- Contributed to a **53% increase in organic traffic** through SEO auditing, content optimization, and implementation recommendations.
- Optimized 50+ blog posts to improve keyword targeting, search intent alignment, and organic rankings.
- Acquired **17 backlinks** to support website authority and organic search performance.
- Used keyword, competitor, and backlink research to identify content opportunities and guide ongoing SEO priorities.

### SEO Content Strategist | Awesem WordPress Agency March 2017 - October 2018 | Freelance | Part-time | Remote | UK

- Wrote 7 SEO-optimized blog posts aligned with target keywords, topic relevance, and user search intent.
- Researched and developed topic clusters that contributed to a **75% improvement in organic growth**.
- Increased **search impressions and CTR by 33%** through content optimization and keyword targeting.
- Conducted keyword and competitor research to identify content opportunities and strengthen organic search strategy.
- Tracked ranking progress and translated performance insights into prioritized content optimization actions.

### Search Marketing Specialist | Legacy Mania June 2016 - February 2017 | Freelance | Part-time | Remote | USA

- Researched and identified **17 low-competition, easy-to-rank keywords** to support organic content targeting.
- Optimized 30+ articles, improving keyword targeting, content relevance, and organic search rankings.
- Increased **search rankings by 35%** through keyword research, content optimization, and ongoing campaign improvements.
- Conducted competitor research to identify ranking opportunities and refine organic search campaigns.
- Trained SEO candidates in campaign processes, optimization practices, and campaign management fundamentals.

### SEO Instructor | NTO February 2015 - May 2016 | Contract | Full-time | Local | Pakistan

- Trained **375+ students** through online SEO sessions covering SEO strategy development, campaign execution, optimization techniques, and performance measurement.
- Conducted SEO training for **16+ professional teams**, focusing on practical SEO strategies, campaign management, performance analysis, and results-driven optimization.

### WordPress SEO Lead | Online Sessions July 2022 - October 2022 | Contract | Part-time | Freelance | USA

- Optimized **17+ WordPress websites** through on-page and technical SEO improvements, including content optimization, internal linking, site structure, and metadata.
- Improved **search visibility by 34%** through WordPress SEO audits, keyword targeting, and prioritized optimization strategies.
- Resolved **377+ WordPress SEO issues** involving crawling and indexing, redirects, canonical tags, XML sitemaps, broken links, and technical performance.

## LEADERSHIP & SELECTED ACHIEVEMENTS

- Delivered measurable organic growth across multiple SEO roles, including approximately **133% pageview growth, 113% ranking improvement, 53% organic traffic growth, and 34% improvement** in search visibility.
- Secured **10+ Google Featured Snippets**, contributed to rankings across 1,300+ keywords, and achieved Google rankings for 17+ articles through search-intent-led content and optimization strategies.
- Led technical and WordPress SEO improvements across multiple projects, resolving **370+ technical SEO errors across 17+ projects and 377+ WordPress SEO issues while optimizing 17+ WordPress websites**.
- Trained **375+ SEO students, conducted training for 16+ professional teams, and collaborated with 10+ development** and content teams to integrate SEO best practices into website and content workflows.

## EDUCATION

Master of Business Administration (MBA), Finance | Abdul Wali Khan University Mardan | 2012 | Focus: Business Finance

Bachelor of Computer Science (BCS) | University of Peshawar | 2010 | Focus: Internet Technologies, Programming & Databases

Intermediate in Computer Science (ICS) | Board of Intermediate and Secondary Education Mardan | 2008 | Focus: Computer Science, MS Office, Internet Technologies, Basic IT & Accounting

## CERTIFICATIONS, COURSES & ACHIEVEMENTS

- Certified Content Marketing Specialist - HubSpot | 2022
- Google Search Console Expert - HubSpot | 2020
- Google Analytics Mastery - Udemy | 2023
- SEO Challenge Achiever - Independent Freelance Contractor | 2010
- Semrush SEO Certification - Semrush Academy | 2023
- Advanced SEO & SEO Strategy Certification - NCITC | 2024

## LANGUAGES

English - Professional Proficiency | Urdu - Native