

Mohd Hassan

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Career Objective

Motivated and result-driven MBA graduate specializing in Digital Marketing with hands-on experience in SEO, content creation, and social media marketing. Seeking a dynamic role as an **SEO Specialist** in a growth-oriented organization where I can apply my strategic and analytical skills to boost online presence, increase traffic, and enhance brand visibility, directly contributing to key responsibilities such as **on-page/off-page SEO, GMB management, content optimization, link building, and social media support.**

Professional Summary

A highly proficient and analytical SEO and Digital Marketing professional with **3+ years of proven experience** in driving organic growth and enhancing online presence. Expertise spans executing **on-page and off-page SEO strategies**, performing **keyword research and competitive analysis**, and optimizing **meta titles, descriptions, headers, images, and URLs**. Proficient in **Google My Business (GMB) management**, including scheduling updates, responding to reviews, and ensuring NAP consistency. Skilled in **uploading and optimizing SEO-friendly content via WordPress**, conducting **site audits for technical SEO issues**, and supporting **white-hat link-building efforts**. Experienced in assisting with **social media management, creating engaging content, and tracking performance**, alongside contributing to broader digital marketing and listing support. Proficient with industry-leading tools such as **SEMrush, Ahrefs, Google Search Console, and GA4.**

Core Skills

SEO & Analytics

- **On-page & Off-page SEO:** Strategy development, implementation, and performance tracking.
- **Technical SEO:** Site audits, crawlability, indexing, site speed optimization, and collaboration with developers.
- **Keyword & Competitor Analysis:** Using industry tools for research, ranking, and competitive intelligence.

- **Tools:** SEMrush, Ahrefs, Google Search Console, Google Analytics 4 (GA4), Word Tracker.

Content & Link Building

- **Content Optimization:** Optimizing website content, landing pages, and blog posts for SEO and user engagement.
- **Link Building & Outreach:** Leading white-hat link-building initiatives, digital PR, and backlink tracking.
- **CMS:** Proficient in uploading and optimizing content via WordPress.

Local & Social Media

- **Google My Business (GMB):** Profile optimization, daily updates, review management, and performance reporting.
- **Social Media Support:** Profile management, SEO-driven content coordination, and performance tracking on platforms like LinkedIn, Facebook, and Instagram.

Other Skills

- **Reporting:** Monitoring and reporting on key SEO metrics and KPIs.
- **Collaboration:** Working with content, design, development, and marketing teams to align on strategy.
- **Industry Knowledge:** Up-to-date with algorithm updates, AI SEO tools, AEO, and GEO.

Professional Experience

SEO Expert | Masakien Alamna International – New Delhi *May, 2024 – April 2025*

- Executed **on-page and off-page SEO strategies**, including guest blogging, to significantly enhance website visibility.
- Managed and optimized **Google My Business (GMB) profiles** with daily posts and videos, boosting local search presence.
- Conducted **in-depth keyword and competitor analysis** using SEMrush and Ahrefs to inform content and link-building efforts.
- Managed Meta Ads campaigns on Facebook, supporting broader digital marketing goals.

SEO Specialist | Walmond Realty Dart Pvt. Ltd. – Noida, India *October 2023 – March 2024*

- **Increased organic traffic by 100%**, monthly visitors, through effective SEO strategy execution.
- **Improved keyword ranking from 150 to 215** by optimizing Meta titles, descriptions, headers, and URLs.

- Led on-page and off-page SEO, including developing and implementing **robust link-building strategies**.
- Utilized SEMrush and Ahrefs for strategic keyword discovery, expansion, and competitor research.
- Directed a team to achieve SEO KPIs, collaborating with development and editorial teams to improve site architecture and content.

SEO Executive | Nettechnocrats IT Services Pvt. Ltd. – Noida, India *August 2022 – July 2023*

- Implemented comprehensive SEO strategies for multiple client websites, focusing on **optimizing copy and landing pages**.
- Conducted keyword analysis and executed **effective backlink campaigns** for improved SERP positioning.
- Created and promoted visual content for **link-building efforts** and assisted with social media content.
- Utilized data to refine execution plans and improve organic performance, contributing to performance reports.

Digital Marketing Executive | DigiVersal Consultants Pvt. Ltd. – Noida, India *October 2020 – July 2022*

- Led off-page SEO, including local citations, bookmarking, and **guest post outreach**.
- Executed content submissions to boost rankings, **collaborating with editorial teams** to drive SEO in content creation.
- Engaged in community forums and social platforms to enhance site traffic and brand presence.
- Consistently delivered data-driven SEO solutions that aligned with company goals.

Education

- **MBA in Tourism & Marketing** – Integral University, Lucknow
- **B.Com** – CSJM University, Kanpur
- **12th** – U.P. Board
- **Digital Marketing Programmed** – HTL InfoTech, Noida.