

SAIF ULLAH

SEO EXPERT



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SUMMARY

Digital Marketing & SEO Specialist with 2+ years of experience in Search Engine Optimization (SEO), WordPress website development, social media marketing, and content optimization. Skilled in improving website visibility, driving organic traffic, and implementing effective on-page and off-page SEO strategies. Experienced in managing digital marketing campaigns, creating engaging content, and delivering result-oriented solutions with a focus on business growth.

EDUCATION

Bachelor of Science in Software Engineering	2025 – current
University of Veterinary and Animal Sciences, Swat (UVAS Swat)	
Intermediate In Computer Science	2022 - 2024
Govt Higher Secondary School Kabal Swat, (BISE SWAT), Pakistan.	
Matric (Science)	2020 - 2022
Govt Higher Secondary School Kabal Swat, (BISE SWAT), Pakistan.	

TECHNICAL SKILLS

Digital Marketing

- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Affiliate Marketing
- Content Marketing Fundamentals
- Keyword Research & Competitor Analysis
- On-Page & Off-Page SEO
- Technical SEO (Basic)
- Local SEO
- SEO Audit & Website Optimization

Website Development

- WordPress Website Development
- Elementor Page Builder
- Theme Customization
- Plugin Installation & Configuration
- WooCommerce (Basic)
- Website Maintenance & Performance Optimization

Graphics & Multimedia

- Graphic Design
- Social Media Post Design
- YouTube Thumbnail Design
- Banner & Poster Design
- Video Editing for Social Media
- Basic Branding & Visual Content Creation

WORK EXPERIENCE

- Digital Marketing & SEO Specialist** – [iDot Solutions, Swat, Pakistan](#) Jul 2025 – Present
- Plan and execute SEO strategies to improve website rankings and organic traffic.
 - Perform keyword research, on-page/off-page SEO, and technical website optimization.
 - Manage digital marketing campaigns and create SEO-friendly content.
 - Monitor website performance and collaborate with the development team.
- Digital Marketing & SEO Intern** – [iDot Solutions, Swat, Pakistan](#) Jan 2025 – Jun 2025
- Assisted in keyword research and competitor analysis.
 - Supported on-page and off-page SEO activities.
 - Helped optimize website content and improve search visibility.
 - Assisted in social media content management and website performance monitoring.
- Ticket Booking Manager (Part-Time)** – [Ijaza Time Travel & Tours, Pakistan](#) Jan 2025 – Present
- Handle domestic and international flight bookings.
 - Assist clients with reservations, ticketing, and travel inquiries.
 - Maintain booking records and provide customer support.
- Educational Counselor** – [Study Point Consultancy, Pakistan](#) Jan 2024 – Dec 2024
- Guided students on admissions and study opportunities.
 - Assisted with university applications and documentation.
 - Provided career counseling and handled student inquiries.

RECENT PROJECTS

- **Faster Car Rent** – (<https://fastercurrent.ae/>)
Role: Website Design, WordPress Development & On-Page SEO
- **Alight Motion APK** – (<https://alightmotionapkis.com/>)
Role: Website Design, WordPress Development, On-Page SEO & Off-Page SEO
- **iDot Solution** – (<https://idotsolution.com/>)
Role: SEO Optimization & Content Creation
- **Printing Zones** – (<https://printingzones.co.uk/>)
Role: Social Media Post Design & Website Content Creation
- **AR Motors** – (<https://www.armotors.ae/>)
Role: Off-Page SEO (Guest Posting & Link Building)
- **European Auto Spares** – (<https://europeanautospare.com/>)
Role: Off-Page SEO (Guest Posting & Link Building)