

# ABDULRAHMAN WAHEED

SEO Specialist & Web Developer | Technical SEO | E-Commerce SEO | Paid Search

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## PROFESSIONAL SUMMARY

SEO Specialist and Web Developer with 4+ years of experience in technical SEO, e-commerce optimization, and paid search. Delivered 11M+ PKR in PPC revenue across 5 countries, earned two internal promotions, and currently lead SEO and web development at ZERO Healthcare. Experienced across WordPress, Shopify, Google Ads, and data-driven keyword strategy.

✦ 4+ Years Experience ✦ 11M+ PKR PPC Revenue ✦ 2 Internal Promotions ✦ 5 Countries

## CORE SKILLS

**SEO Strategy & Execution:** Technical SEO, On-Page SEO, Off-Page SEO, Keyword Research, Competitor Analysis, Schema Markup, Core Web Vitals

**Analytics & Reporting:** Google Analytics 4, Google Search Console, SEMrush, Ahrefs, Screaming Frog, Looker Studio

**E-Commerce Platforms:** Shopify, WooCommerce, WordPress, Elementor, HTML5, CSS3, JavaScript

**Paid Search & Marketing:** Google Ads (Search & Performance Max), Meta Ads, TikTok Ads, Google Tag Manager, CRO

**Other:** Ubersuggest, Keyword Surfer, HubSpot | English (Professional), Urdu (Native)

## PROFESSIONAL EXPERIENCE

### ZERO Healthcare

Aug 2025 – Present · 9 months

Full Time · Lahore, Pakistan · On-site

#### SEO Specialist & Web Developer Aug 2025 – Present

- Built and launched a Shopify website for ZERO Beyond Purity from scratch to support product sales
- Managed Search and Performance Max campaigns with conversion tracking to drive e-commerce revenue
- Conducted AI-driven keyword research, competitor analysis, and technical SEO audits to prioritize growth
- Addressed Core Web Vitals issues to improve site performance and organic visibility
- Developing ZERO Healthcare corporate website for improved digital presence

### Safrin Skin Care International

Dec 2023 – Dec 2025 · 2 years 1 month

Full Time · Lahore, Pakistan · Hybrid

#### ↑ PROMOTED Marketing Team Lead Dec 2024 – Dec 2025 · 1 yr 1 mo

- Led marketing team — overseeing SEO, content strategy, social media, and digital campaigns for skincare brand
- Planned and executed multi-channel marketing strategies to grow brand visibility across Pakistan
- Managed Google Ads, Meta Ads, and organic SEO campaigns simultaneously to maximize reach
- Tracked KPIs and delivered monthly marketing performance reports with actionable insights

#### SEO Specialist Dec 2023 – Dec 2024 · 1 yr 1 mo

- Executed full-spectrum SEO strategy — keyword research, on-page optimization, and technical audits
- Built high-authority backlinks through blogger outreach and guest posting campaigns
- Delivered monthly SEO performance reports with rankings, traffic trends, and actionable insights

## Advance.abudhabi

May 2024 – Dec 2024 · 8 months

Freelance · Dubai, UAE · Remote / International

### SEO Specialist May 2024 – Dec 2024

- Executed SEO strategies for a UAE-based organization targeting English and Arabic audiences
- Optimized meta tags, schema markup, and internal linking to support international visibility
- Built high-authority backlinks through off-page campaigns to strengthen domain authority
- Managed multilingual SEO work across content and link-building efforts

## Meadow Enterprises

Dec 2023 – May 2024 · 6 months

Part-time · Remote

### SEO Specialist Dec 2023 – May 2024

- Drove organic growth through full-spectrum SEO from keyword research to link building
- Executed off-page SEO campaigns through link building and blogger outreach
- Delivered weekly performance reports to track SEO performance and next actions

## Institute Cosmetique

Apr 2022 – Dec 2023 · 1 year 9 months

Full Time · Lahore, Punjab · On-site

### ↑ PROMOTED SEO Executive Apr 2023 – Dec 2023 · 9 months

- Led on-page optimization across meta tags, schema markup, and internal linking
- Built backlinks through guest posts, directory submissions, and blogger outreach
- Managed content strategy and SEO-optimized articles to support organic growth

### SEO Link Builder Apr 2022 – Mar 2023 · 1 year

- Performed competitor backlink analysis to identify link-building opportunities
- Supported keyword research and content recommendations for the SEO team
- Built high-quality backlinks through guest posts, directory submissions, and outreach

## Mindbridge

Jan 2022 – Jul 2022 · 7 months

Full Time · Lahore, Pakistan · On-site

### Customer Service Representative Jan 2022 – Jul 2022

- Handled customer queries via calls and emails ensuring quick issue resolution
- Managed CRM tools to track and resolve customer concerns efficiently

## SELECTED SEO WINS & PROJECTS

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### Foreign Edge Consultants — Website Redesign — [WordPress](#), [Elementor](#), [CSS](#), [JS](#)

[foreignedgeconsultants.com](http://foreignedgeconsultants.com)

Result: Full website redesign for international education consultancy — 22+ destination filter, banner slider, UK Universities page.

### Sereno — 2 Shopify Stores + SEO — [Shopify](#), [SEO](#) [serenolife.com](http://serenolife.com)

Result: Designed & developed serenolife.com (Pakistan) and sereno.ae (UAE). Currently managing SEO for both stores.

### Purete Skin — Shopify Store + SEO — [Shopify](#), [SEO](#), [E-Commerce](#) [purete.co](http://purete.co)

Result: Full SEO management — on-page, off-page, keyword research, backlink building for skincare brand.

### ZERO Beyond Purity — Google Ads — [Google Ads](#), [Performance Max](#), [CRO](#)

Result: Managing Search & Performance Max campaigns with conversion tracking to maximize ROAS.

**Law Gateway Immigration** — *HTML5, CSS3, Vanilla JS* [lawgatewayimmigration.com](http://lawgatewayimmigration.com)

Result: Premium one-page site with custom animations, aurora glow effects, and contact form.

## CERTIFICATIONS & LICENSES

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<b>HubSpot SEO II Certified</b> — HubSpot Academy	<i>Nov 2025 – Dec 2027</i>
<b>ASO Course Certification</b> — MobileAction	<i>Nov 2025</i>
<b>SEO Foundations</b> — LinkedIn Learning	<i>May 2025</i>
<b>Foundations of Digital Marketing &amp; E-commerce</b> — Google / Coursera	<i>Dec 2024</i>
<b>Certificate of Membership</b> — PAFLA — Pakistan Freelancers Association	<i>Nov 2024</i>

## EDUCATION

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**Bachelor of Business and Information Technology (BBAIT)** *2022 – 2027 (Expected)*  
Virtual University of Pakistan · Major: Software Engineering & Business Administration

## KEY ACHIEVEMENTS

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- Delivered 11M+ PKR in PPC revenue through Google Ads campaigns across UAE, UK, USA, Australia, and Pakistan
  - Earned two internal promotions — Link Builder → SEO Executive (Institute Cosmetique), SEO Specialist → Marketing Team Lead (Safrin Skin Care)
  - Designed and developed 6+ live client websites across WordPress, Shopify, and custom HTML/CSS/JS
  - Managed multilingual SEO (English + Arabic) for international UAE-based clients
  - Founded RankArtist — digital marketing agency, Lahore, Pakistan | [rank-artist.com](http://rank-artist.com)
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