

AHMAD ALI

SEO Executive | SEO Content Writer | WordPress CMS Specialist | Digital Marketing

Islamabad, Pakistan | 0332-7246045 | ahmad4794864@gmail.com | [LinkedIn](#)

PROFESSIONAL SUMMARY

SEO Executive and SEO Content Writer with 1 year of hands-on experience driving organic growth through WordPress CMS publishing, on-page and off-page SEO, keyword research, and content optimization. Delivered published real estate SEO content that achieved 48.2K+ Google impressions, 507+ organic clicks, and an average search position of 6 — translating keyword strategy into measurable visibility. Proficient in Google Search Console for performance analysis and skilled in shaping content around search intent to strengthen organic reach. Computer Science graduate who pairs technical fluency with strong writing and analytical ability, ready to drive content and organic growth strategy for a fast-moving digital marketing team.

CORE COMPETENCIES

SEO

- | | |
|-----------------------------|-----------------------|
| ✓On-Page SEO | ✓Off-Page SEO |
| ✓Keyword Research | ✓Technical SEO Basics |
| ✓Google Search Console | ✓Content Optimization |
| ✓Meta Titles & Descriptions | ✓Internal Linking |
| ✓Backlink Building | ✓Guest Posting |

Content

- | | |
|----------------------|------------------------------|
| ✓SEO Content Writing | ✓Real Estate Content Writing |
| ✓Copywriting | ✓AI Content Humanization |

CMS & Tools

- | | |
|-------------------|-------------------|
| ✓WordPress CMS | ✓Google Workspace |
| ✓Microsoft Office | ✓AutoCAD |

Professional Skills

- | | |
|------------------|---------------|
| ✓Communication | ✓Teamwork |
| ✓Problem Solving | ✓Adaptability |

PROFESSIONAL EXPERIENCE

SEO Executive | SEO Content Writer

July 2025 – Present

Lead Marketing

- Write and publish high-quality SEO content for real estate websites via WordPress CMS, managing categories, tags, featured images, and URL structure.
- Conduct keyword research and competitor/SERP analysis to align content with search intent and identify ranking opportunities.
- Optimize on-page elements — meta titles, meta descriptions, headings, and internal linking — to strengthen organic visibility.
- Monitor performance through Google Search Console, achieving **48.2K+ Google impressions, 507+ organic clicks, and an average search position of 6**.
- Execute off-page SEO through guest posting, profile creation, backlink building, and blog commenting to build domain authority.
- Update existing content to improve rankings and readability in line with EEAT best practices, collaborating with the marketing team to support organic growth goals.

PROJECTS & PORTFOLIO

Website: multigardensb17.com

- Authored "B-17 Islamabad vs Other Sectors – Which Is Better for Investment?", a published SEO blog analyzing sector-wise real estate investment potential.
- Created "Multi Zoo in B-17 Islamabad – Location, Attractions, Ticket Details & Visitor Guide", an SEO-optimized visitor guide that expanded organic search reach.
- Completed academic software development projects applying structured and object-oriented programming concepts.

EDUCATION

BS Computer Science — Gomal University, Dera Ismail Khan, Pakistan