



ZOHA SAJID ABBASI

SEO Specialist

EDUCATION

Bachelor of Computer Science
Virtual University
2022 – 2026

intermediate
RFHS School
2019 – 2021

SKILLS

- SEO Strategy Development
- Keyword Research & Analysis
- On-Page & Off-Page Optimisation
- Technical SEO
- Content Strategy
- Google Analytics & Search Console
- Social media Markiting

LANGUAGE

- English
- Urdu



+ (92) -307-9921-736



zohasajidabbasi@gmail.com



Rawalpindi, murree

Profile Summary

Results-driven SEO Specialist with over a year of experience in optimising website performance, enhancing search engine rankings, and driving organic growth. Experienced in social media marketing and content marketing, leveraging a multi-channel approach to maximize online visibility and customer engagement. Skilled in both technical and on-page SEO & off-page with a strong track record of improving search engine rankings and website traffic and some of knowledge about technical seo.

EXPERIENCE



SEO Specialist

2023 - present

Cretesol Tech | Islamabad

- Conducted thorough keyword research to guide content strategy and improve search engine rankings.
- Analyzed website data and user behavior to make data-driven decisions for on-page and technical SEO improvements.
- Collaborated with the content team to produce SEO-optimized articles, blogs, and social media posts to boost organic engagement and traffic.
- Implemented link-building strategies and monitored backlink profile for quality and compliance with Google's guidelines.



SEO and content marketing specialist

2024- present

Lorpic | Remote

- Developed and executed SEO strategies to improve website visibility and performance for various clients in a remote work setup.
- Utilized SEO tools like Ahrefs, SEMrush, and Google Analytics to monitor traffic trends, identify issues, and ensure continuous improvement.
- Focused on content marketing and social media strategies to improve brand awareness and engagement.

Accountant

2021- 2022

RPH School, Murree

- Managed daily financial transactions, including tracking income and expenses, reconciling accounts, and preparing monthly financial statements.
- Monitored and managed budgets, ensuring accuracy and adherence to school financial policies.
- Prepared payroll and handled invoicing, maintaining precise financial records for audits and compliance.