

# ZAHRA MOHSIN

## SEO EXECUTIVE

LAHORE, PAKISTAN

I wish to work for an organization/department, which will provide both responsibility and a mentally stimulating atmosphere through which I can gain commercial experience whilst allowing for personal growth. I am a self-motivated individual with an ambition for success. I know that I can make a difference and will add to the future success of your organization.

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### SKILLS

- SEO Specialist
- Management Skills
- Communication Skills
- WordPress
- Project Manager

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### EDUCATION

#### PUNJAB GROUP OF COLLEGES (2016 -2018)

FSC pre engineering

#### AMERICAN LYCETUFF

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### EXPERIENCE

#### SOLARVION (JULY 2024 - PRESENT)

SEO Manager

Took charge of the technical SEO realm, optimizing website architecture and ensuring our site was a breeze to navigate on any device. Worked with our dev team, making sure every pixel was SEO-friendly

#### HADI E LEARNING (AUG 2023 - PRESENT)

SEO TRAINER

Taught people all about SEO! We talked about making websites easy to find on Google and shared lots of tips and tricks to get them to the top of search results. Fun and learning? We had heaps of both!

#### CYCARTS (AUG 2023 - AUG 2024)

SEO Executive

Took charge of the technical SEO realm, optimizing website architecture and ensuring our site was a breeze to navigate on any device. Worked with our dev team, making sure every pixel was SEO-friendly

## **IDEO COLLEGE (FEB 2023 - AUG 2023)**

### **SEO TRAINER**

Helped folks learn the ABCs of SEO! From picking the right words to use on their websites to showing them how to get other sites to link to us - we covered it all, making our website a big hit on the internet!

## **IDEOVERSITY (MARCH 2022 - AUG 2023)**

### **SEO Executive**

Championed local SEO, ensuring our NAP data was spot-on across platforms and crafting content that resonated with our local crowd. Managed our online rep, turning every review into an opportunity to shine.

## **ASHWIZ (MARCH 2022 - AUG 2023)**

### **SEO Expert**

Led the on-page SEO squad, jazzing up content and meta tags, and voila - I saw a cool 25% jump in organic traffic! Worked hand-in-hand with our content creators, ensuring every word worked hard for our SEO.

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## **PROJECTS**

- JESAACADEMY.COM
- SOLARVION.COM
- REVIVEONLINE.CO.UK
- UKESTIMATING.COM
- ICONESTIMATING.COM
- CARPETSOFACLEANING SERVICES.COM
- ASKFORSECURITY.CO.UK
- IDEOVERSITY.COM
- HADIELEARNING.COM
- AVABLINDS.CO.UK
- SPEEDETRANSFERS.COM
- IDEOCOLLEGE.COM
- ZAFFINSTITUTE.COM

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## **LANGUAGES**

- ENGLISH
- URDU
- PUNJABI

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## CONTACT

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