

MOHAMMAD SALMAN AZMI

Nagpur, Maharashtra

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EDUCATION

Anjuman College of Engineering and Technology, Nagpur

06-2017

Degree Name -BE (Electronics and Telecommunication Engg) **CGPA - 8.21**

Nagpur, India

SKILLS

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|----------------------------|------------------|-------------------------|-----------------------------|
| • Digital Marketing Basics | • AI automation | • HTML and CSS Basics | • WordPress and Shopify SEO |
| • On-Page SEO | • Technical SEO | • Google Search Console | |
| • Off-page SEO | • Local SEO-GMB | • Google Analytics | • Microsoft Clarity |
| | • CRO Assistance | • Google Tag Manager | |

SUMMARY

Dynamic and analytical **SEO Executive with nearly 3 years of experience** delivering impactful SEO strategies that boost online presence and engagement. Proven success in driving **300%+ growth in organic traffic** and ranking **100+ keywords in top 10 SERP results**. Specializes in **technical SEO audits, on-page optimization, link-building**, and improving **Core Web Vitals**. Adept in data analysis using **GA4, GSC, SEMrush, and Ahrefs**, with hands-on experience across top CMS platforms including **WordPress, Shopify, Magento, and Wix**. Known for cross-functional collaboration and staying updated with evolving SEO trends.

TECHNICAL SKILLS

- **Tools used:** Semrush, Moz, GSC, GA4, GTM, Keyword finder, Chat GPT, Ahrefs
- **Extension Tools:** SEO Minion, Detailed SEO, Moz, Ahrefs, GMB everywhere, NAP Hunter
- **Technologies/Frameworks:** Wordpress, Shopify, Woocommerce, Wix, Magento, Squarespace

EXPERIENCE

Position-SEO Executive — **Company Name**-SDK Infotech Pvt Ltd — **Experience**-2 years and 9 months.

- Led SEO strategy and execution for **30+ client websites** across diverse industries (travel, education, real estate).
- Achieved a **300% increase in organic traffic** through structured on-page SEO and link-building strategies.
- Optimized site structure and technical health, improving **Core Web Vitals** and reducing bounce rate by **70%**.
- Improved keyword visibility, securing **20+ top 10 SERP rankings** on Google.
- SERP results have successfully appeared in AI overviews.
- Collaborated with developers and content teams to ensure SEO best practices were embedded across all projects.
- Conducted regular audits and presented performance insights using **GA4, GSC, and Data Studio** dashboards.

HOBBIES

- Playing and Watching Cricket
- Watching Historical documentaries.

CERTIFICATIONS

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| • Digital Marketing | • Semrush SEO | • Hubspot SEO |
| • Inbound marketing | • Google Analytics | • Project Management - Udemy |
| • C/C++ | • Google Digital Marketing | • Google Data Studio |

LANGUAGES

- English, Hindi, Marathi