

MULTAZIM SHAIKH

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SUMMARY

With over 6 years of experience in SEO, I have successfully driven organic growth for client accounts, achieving remarkable results such as increasing website traffic to 100k visitors in less than 10 months. I have worked across a diverse range of industries, including Health, FinTech, Education, and AI, bringing tailored SEO strategies to each sector. My expertise in optimizing content, improving search rankings, and driving measurable outcomes has consistently helped businesses enhance their digital presence and meet their growth objectives

WORK EXPERIENCE

SEO Manager, Gushwork AI

Feb 2024 - Present

- Successfully grew a client website in the Export-Import niche from 0 to 13k monthly visitors in 7 months & generated 562k impressions in 28 days
- Increased traffic to 23k monthly visitors for a Food Franchise business using non-branded keywords from scratch
- Accelerated over 300 organic leads per month through targeted SEO strategies
- Managed a content team of 20+ writers, 2 graphic designers, and 4 account posters to execute content marketing and SEO initiatives
- Built high-quality backlinks to enhance organic search rankings and improve domain authority
- Assisted multiple websites in recovering from Google core algorithm updates, improving site stability and search performance
- Achieved 40k visitors and 1.17 million impressions in the 28 days for a client in the Recruitment AI niche
- Took SEO projects for 20 clients simultaneously, ensuring timely delivery and measurable results

Performance Marketing Consultant, Lucien Solutions

Nov 2022 - Jan 2024

- Developed a Facebook marketing strategy for a Real Estate client that resulted in 35 qualified leads with an average cost of 60 INR
- Successfully brought about 300+ leads for a Travel agency with an average cost per result - 50 INR
- Successfully handled 10 clients a day for paid advertisement
- Deep knowledge and practical experience with FB Ads for -Automotives, Real Estate, Education, Restaurants, Home Improvement, Medical, Fitness & Finance
- Successfully boosted Website Authority from 0 to 15 in 1 month for SEO
- Able to ranked multiple keywords for Digital Agency for service-based keywords
- Directed a team of 6 members for Performance marketing project

Digital Marketing Specialist, Hat Infotech LLC

Dec 2020 - Nov 2022

- Discovered leads through Facebook marketing campaigns that gained 56 leads in Ecommerce website development service
 - Developed and regulated a successful PPC campaign for IT
 - Company with an average Cost per result = 8AED
 - Implemented A/B testing Facebook reach campaign that performed into 26000+ Profile reach with an average cost per result 0.63 INR
 - Prepared 15 strategic proposal a day to prospect clients for E-Commerce Website & Mobile Application Development
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EDUCATION

MBA - General Management, Nilai University, Malaysia

Jan 2020- Dec 2020

- Graduated with an average GPA 3.4/4.0
- Published Original Thesis On - Impact Of Business Activities On Customer Loyalty Of Tesco Nilai, Malaysia

BMS - Human Resource, PCAS, India

Jun 2016- May 2019

- Completed the course with 9.1 CGPA score
 - Successfully completed 1 month Internship at SI Group
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BLOGGING PROJECTS

SEO Strategist, Quotesacks

Oct 2019 - Jan 2023

- Drive over 200k visitors through Google SERPs Attain no.1 position for 83% of the content published
- Raised Pinterest account to 1.2 million visitors with 11k followers
- Build optimized mobile friendly wordpress theme website

SEO Manager, Unwrappingsmiles

Jun 2022 - Feb 2024

- Conducted keyword research for the website from scratch
 - Able to drive 65,000+ unique visits in 3 months of time period
 - Beat the competition by outranking authority websites likes Wiki How
 - Published over 150+ articles in 1 year time period Average keyword ranking position 1 - 6 POS
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ADDITIONAL INFORMATION

- **Technical Skills:** Project Management, Competitor Analysis, Keyword Research, Link Building, On Page Optimization, Site Audits, Website monitoring & indexing, Outreach strategy development
- **SEO Tools:** Ahrefs, SEMRush, Google search console, Google analytics, SE Ranking, Moz, Ubersuggest, Mailshake
- **Languages:** English, Hindi, Marathi