

# Rahman Ali Khan



Contact: +971521536912

<https://rahmanali.info/>

Email: [rahmanaliseo@gmail.com](mailto:rahmanaliseo@gmail.com)

## CAREER OBJECTIVE:

I'm a results-driven SEO and Digital Marketing Specialist with a strong passion for helping businesses grow their online presence. With proven expertise in search engine optimization, Google Ads, content marketing, and data analysis, I craft strategies that increase visibility, traffic, and conversions. I stay updated with the latest industry trends and tools to deliver measurable outcomes and long-term digital success.

## CAREER PROFILE/SKILLS:

### □ Digital Marketing Skills

- Search Engine Optimization (SEO) – On-page, Off-page, Technical SEO
- Search Engine Marketing (SEM) – Google Ads, Bing Ads
- Social Media Marketing – Facebook, Instagram, LinkedIn, TikTok
- Email Marketing – Mailchimp, Klaviyo, Sendinblue
- Content Marketing – Strategy, Planning, Blogging
- Influencer Marketing
- Affiliate Marketing

### □ SEO-Specific Skills

- Keyword Research (SEMrush, Ahrefs, Google Keyword Planner)
- Competitor Analysis
- Link Building Strategies
- Technical SEO (Sitemaps, Robots.txt, Canonical Tags)
- Schema Markup / Structured Data
- Mobile SEO
- Local SEO (Google Business Profile Optimization)
- E-commerce SEO (Shopify, WooCommerce, Magento)

### □ Analytics & Tools

- Google Analytics (GA4)
- Google Search Console
- Google Tag Manager
- SEMrush / Ahrefs / Moz
- Screaming Frog SEO Spider
- Ubersuggest
- Hotjar / Crazy Egg (User Behavior Tools)
- Data Studio (Reporting Dashboards)

### □ Content & CMS Skills

- WordPress, Shopify, Wix
- Yoast SEO, RankMath
- Basic HTML/CSS for SEO
- Copywriting & SEO Content Strategy
- A/B Testing & CRO (Conversion Rate Optimization)

### □ Other Relevant Skills

- Strong Communication & Team Collaboration
- Competitor Benchmarking
- Branding & Market Research
- Paid Ad Campaigns Setup & Monitoring

## PROFESSIONAL WORK EXPERIENCE:

**Organization:** **Connect Group, Connect Resources**  
(Group of Companies)  
**Tenure:** Oct 2021 - Working  
**Designation:** SEO Executive



**Organization:** **GMU.online, Netherland**  
(SEO Agency)  
**Tenure:** Sept 2020 – Oct 2021  
**Designation:** SEO Specialist



**Organization:** **Quick Tech Dubai, UAE**  
(IT Company)  
**Tenure:** Jan 2019 – Aug 2020  
**Designation:** Digital Marketing Expert



**Organization:** **Rolla Computer Institute UAE**  
(IT institute)  
**Tenure:** Jan 2018 – Jan 2019  
**Designation:** digital Marketing and SEO Expert



**Organization:** **iFast Solution PAK**  
(Software House)  
**Tenure:** Jan 2016 - Dec 2017  
**Designation:** SEM and SEO Specialist



## ACADEMIC EDUCATION:

<u>DEGREE/CERTIFICATION</u>	<u>EXAMINING BODY:</u>	<u>YEAR</u>
Master of Computer Science	Bach Khan University	2019
Bachelor of Computer Science	The University of Agriculture Peshawar	2016
FSC	Govt Degree College Peshawar	2012

## TRAININGS & WORKSHOPS:

### **Advance SEO Training**

**Year – 2019**

- WordPress Website development 3 months training under Digi skills program by ministry of information technology **Govt of Pakistan.**

### **Digital Marketing Training**

**Year – 2019**

- 3 months digital marketing training under Digi skills program by ministry of information technology **Govt of Pakistan.**

## PERSONAL INFORMATION:

**Father's Name** : Yad Sher  
**Date of Birth** : 1<sup>st</sup> Feb 1994

## REFERENCE:

Reference will be furnished on demand.