



Hi! I'm Fatima Imam

 BEST SEO SPECIALIST 

Accomplished and results-driven professional with over 5 years of expertise in crafting SEO-optimized content writing and skillfully managing social media platforms as a Social Media Manager (SSM).

WORK EXPERIENCES

01

2022 - NOW

SEO SPECIALIST Digital Googlers

Experienced SEO professional with expertise in end-to-end project management, including site audits, on-page and off-page SEO, technical SEO, fast-track indexing, and performance analysis using tools like SEMrush, Uber Suggest, MOZ, and Google KW Planner.

2021- 2022

SOCIAL MEDIA EXECUTIVE Shoutify

Managed graphics designers, created compelling content for multiple social media platforms, devised engaging hashtags and captions, scheduled posts strategically, handled successful ad campaigns through Ads Manager, and conducted comprehensive reporting of social media performance.

2019- 2020

SEO CONTENT WRITER LuxeHub Solutions

Experienced SEO professional adept in content creation, strategic keyword research, on-page optimization, link building, and SEO analysis. Committed to staying updated on industry trends for achieving impactful results.

EDUCATION

02

Bahauddin Zakariya University
2022
Masters in English literature

SKILLS & EXPERTISE 03

Accomplished and results-driven professional with over 5 years of expertise in crafting SEO-optimized content writing and skillfully managing social media platforms as a Social Media Manager (SMM).

SEO

WRITING

SMM

TOOLS

04



Ubersuggest



Rytr



copymatic

ACHIEVEMENT

05

SEO CERTIFIED 2023
Hubspot Academy

CONTENT WRITING EXPERT 2023
Hubspot Academy

DIGITAL MARKETING CERTIFIED 2023
Hubspot Academy

Strategic SEO Leadership:

Led cross-functional teams to deliver comprehensive SEO campaigns, improving search engine rankings by 70%.

Content Optimization Expert:

Increased customer engagement by optimizing content across various platforms, showing a 50% improvement in user experience.

Data-Driven Decision Making:

Utilized analytics to identify opportunities and provide sustainable competitive advantages in eCommerce.

Collaborative Strategist:

Demonstrated experience in developing high-quality content strategies and off-page optimization tactics in collaboration with teams.

B2B & SEO Savant:

Executed impactful B2B social media and SEO strategies that increased organic website traffic by 80%.

INTERESTS

07

Training and Development, Research and Reports Generation, Team Management, Cyber Security, Prevention of Network Attacks

Search Engine Optimization (SEO) | Competitive Analysis | Keywords Research | Technical SEO | On-Page SEO | Off-Page SEO | SEO Audits | Webmaster Tools Setup | Google Search Console Analysis and Reporting | Google Analytics Setup | Google Tag Manager Setup | CMS Management | HubSpot Software Management | Wix Website Maintenance and SEO | WordPress Expertise | Shopify Management | Ecommerce SEO | Web Research | Website Optimization | Social Media Management | Search Engine Marketing | Online Store Management | Traffic Monitoring | Teamwork and Collaboration | HubSpot Marketing Hub

- Proficient in Ahrefs, Google Search Console, SEMRush, WordPress, ActiveCampaign, Hubspot
- Understanding of search engine algorithms and ranking methods
- Excellent quantitative analytical skills
- Solid knowledge of Google Analytics and other website analytics tools
- Up to date with the latest trends and best practices in online marketing and SEO



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