

MOHAMED AASIK

SEO Specialist | Digital Marketing Expert

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Sharjah, UAE.



SUMMARY

With over 6 years of experience in digital marketing and SEO, I have a proven track record of developing effective SEO campaigns and delivering measurable results. My technical skills include proficiency in SEO tools like Ahrefs, SEMRush, and Google Analytics. One of my biggest achievements was boosting a client's organic traffic by 60% within 3 months.

STRENGTHS

Analytical Thinker

Utilized data-driven strategies to improve SEO performance by 80% in previous roles.

Excellent Communicator

Coordinated with cross-functional teams to align marketing goals, resulting in a unified and effective strategy.

Creative Content Creator

Developed engaging website content, including blog posts and pages, that increased site traffic by 65%.

FIND ME ONLINE

- <https://mohamedaasik.com> Portfolio
- <https://seospecialistindubai.com/> My Website
- <https://seoexpertneardubai.services/> My Works

SKILLS

- SEO Best Practices
- Google Trends
- SEMRush
- Google Analytics
- PPC
- Facebook Ads
- Content Creation
- Keyword Research
- Link Building
- Copywriting
- Managing SEO Audits
- Email Marketing
- Google Search Console
- Social Media Marketing

EXPERIENCE

Head of Digital Marketing

Nabeel Perfumes Group of Companies

02/2021 - Present | Sharjah, UAE

Managed SEO campaigns for diverse clients.

- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize budget.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Directed traffic growth strategies, SEO, content distribution, email marketing, and trackbacks.
- Created and deployed social media content, engaged with target audiences and boosted reach with strategic ad placements.
- Implemented new strategies to improve click-through rates and conversion.
- Created Pay-Per-Click campaigns to drive targeted traffic to company website.
- Increased brand awareness with ambassador partnerships and targeted email campaigns.
- Created social media content with innovative brand messaging to support new product launches.
- Collected and analyzed Web metrics such as visits, time on site and page views per visit.
- Devised effective link-building campaigns to increase website authority and visibility.

EXPERIENCE

SEO Specialist

FIDU Properties

📅 01/2020 - 12/2020 📍 Dubai, UAE

Oversaw digital marketing strategies.

- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize budget.
- Planned, ran and analyzed client PPC initiatives and campaigns to increase sales, generate leads and promote brand awareness.
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Researched and analyzed competitor website and advertising links to gain insight into new strategies.
- Researched and implemented search engine optimization recommendations in accordance with development methodology.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Tracked, reported and analyzed website analytics to drive strategy and improve user experience.
- Monitored and evaluated website analytics to identify trends and opportunities for improvement.

SEO Specialist

Milele Motors

📅 06/2017 - 11/2019 📍 Dubai, UAE

Coordinated marketing efforts across channels.

- Generated reports to monitor and analyze website performance, search engine rankings, or domain authority.
- Collaborated with designers and developers, creating effective search marketing campaigns.
- Developed and deployed content marketing strategies to improve organic search traffic.
- Managed search engine marketing budgets and tracked campaign performance.
- Monitored and evaluated website analytics to identify trends and opportunities for improvement.
- Crafted and implemented strategies to increase search visibility and website traffic.

EDUCATION

Bachelor of Computer Applications

Periyar University

📅 2008 - 2011 📍 Erode, India

ACHIEVEMENTS

Boosted Organic Traffic

Developed an effective SEO strategy that boosted a client's organic traffic by 55% within three months.

Increased Conversions

Managed PPC and Facebook Ads campaigns that led to a 25% increase in conversions.

Improved Search Engine Rankings

Implemented SEO best practices that improved a client's search engine rankings, resulting in increased visibility and traffic.