

Saira Parveen

Search Engine Optimization & Content Writer



Contact

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Skills

- Understanding of Search Engine Algorithms
- Competitor Analysis
- Keyword Research
- Experience with SEO Tools (Ahrefs, SEMrush, Screaming Frog)
- HTML/CSS Fundamentals
- Technical SEO Audits
- Site Architecture & Internal Linking
- Mobile Optimization
- Core Web Vitals Optimization
- CMS Management (WordPress, Shopify, etc.)
- Content Strategy
- Content Writing / Copywriting
- On-Page Optimization
- Schema Markup & Structured Data Implementation
- Link Building & Backlink Analysis
- Local SEO Management
- User Experience (UX) Design Principles
- Conversion Rate Optimization (CRO)
- Proficiency in Google Search Console & Google Analytics 4
- Data Analysis & Reporting
- Project Management



Profile

I'm a passionate SEO Specialist who loves helping websites climb the search rankings and get noticed. With a sharp eye for keywords, content, and analytics, I'm always exploring new ways to turn clicks into lasting growth.



Work Experience

Springfield Properties | Dubai

2025 June - Present

Search Engine Optimization Specialist

At Springfield Properties, I was responsible for ensuring our website ranked high, drove clicks, and generated leads. I managed everything from competitor and keyword research to content creation, on-page SEO, technical SEO, and backlink building, which grew website traffic from 5,200 to over 40,800 monthly visits. By analyzing competitors and performing deep keyword research, I developed a content strategy that was both engaging and SEO-driven. On the technical side, I managed site errors, sitemaps, robots.txt file, and schema markups to improve indexation.

To stay ahead of evolving search trends, I optimized content for AI-powered search (AEO and GEO) to ensure visibility in Google AI Overviews, ChatGPT, Perplexity, and Claude, while also perfecting our Google My Business profile for local reach. I utilized Ahrefs and SEMrush for competitor mapping and keyword clustering, and Screaming Frog to resolve crawlability issues. Finally, I monitored site health via Google Search Console and leveraged GA4 to analyze user behavior and organic conversions.

Kemo Digital Marketing Agency LLC | Dubai

Jan 2024 - May 2025

Search Engine Optimization Specialist

As an SEO Specialist at Kemo Digital Marketing, I worked on multiple in-house projects, including Kemo Digital Marketing's business website, a SaaS product, and a local delivery service.

Performed deep competitor and keyword analysis to build end-to-end content strategies, coordinated with the writer to publish high-performing, optimized content.

Conducted regular site audits using GSC, Ahrefs, Semrush, and ScreamingFrog to resolve technical issues, monitor traffic, and provide actionable management reporting.

Developed and executed backlink strategies to boost domain authority across all projects.

Optimized Google Business Profiles for local search and leveraged Elementor to enhance UX/UI and conversion rates for SaaS products.

Education

Graduation in Computer Science 2017

Bahauddin Zakariya University
Multan, Pakistan

Higher Secondary School Certificate (Pre-Engineering) 2013

Superior Group of Colleges
Multan, Pakistan

Secondary School Certificate (Science) 2010

Sacred Heart Girls High School
Multan, Pakistan

Languages

- English (Fluent)
- Urdu (Native)
- Hindi

Courses

SEO Foundations
Linkedin

The Complete Copywriting Course :
Write to Sell Like a Pro by Tamsin
Handersoni

7-Figure Copywriting Course with
Arman Assad by foundr.com

Direct Response Copywriter Specialist
from digitalmarketer.co

The Authority Site System (TASS)
from authorityhacker.com

Project 24 from incomeschool.co



Work Experience

ZKV - Digital Marketing Agency | Multan

Nov 2020 - Nov 2023

Search Engine Optimization Manager

As an SEO Manager at ZKV, I developed and executed effective SEO strategies that significantly improved website rankings and visibility. I conducted competitor analysis, performed keyword research, created SEO-optimized content drafts, collaborated with writers, and published content following best practices. I tracked performance using tools like Google Analytics, Ahrefs, and SEMrush, stayed updated on algorithm changes, and managed backlinks to secure top SERP positions. I also demonstrated strong communication, project management, and multitasking skills across multiple SEO projects.

Born Realist | Lahore (Remote)

Website Content Manager

As a remote worker for Born Realist, I served as a Website Content Publisher & Manager. My responsibilities included selecting potential keywords for multiple blog websites, drafting and assigning content to the team of writers, scrutinizing the quality of the blog posts, and publishing them on the website(s) while adhering to the best SEO practices. The primary objective was to optimize for ranking and generate traffic from Google.

ShoutifyMe | Multan

Content & Copywriter

At ShoutifyMe, I excelled in the role of an SEO Content Writer and Copywriter. I demonstrated proficiency in crafting diverse content across various industries, including Health, Lifestyle, Entertainment, and Travel. As a dedicated copywriter, I contributed to the success of different CBD brands by not only securing Google rankings but also driving tangible sales through strategically crafted copy. My experience encompasses the dynamic intersection of creative content and SEO optimization, ensuring a harmonious blend that elevates online visibility and delivers measurable results for clients.

Fiverr & Upwork | Freelance

SEO Website Content & Copywriter

As a freelance website content writer, I specialize in crafting engaging and compelling content tailored to meet the unique needs of clients. With a keen understanding of SEO principles, I skillfully incorporate relevant keywords to enhance online visibility and drive organic traffic. My versatility allows me to create diverse content types, including blog posts, articles, and web copy, ensuring a cohesive and impactful online presence for businesses. Leveraging effective research skills, I adeptly delve into various topics to provide informative and valuable content. Diligent in meeting deadlines and client specifications, I strive to deliver high-quality content that resonates with target audiences and contributes to the overall success of digital marketing strategies.