Mohammad Muneeb

SEO Manager

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CAREER SUMMARY

An SEO Manager with 3+ years of experience and a proven track record in enhancing organic search visibility and traffic. Skilled in conducting website audits, building content strategies, and managing SEOs. Proficient in leveraging SEO APIs and optimizing prompts for language models. Demonstrated success in improving site performance, crawl budgets, and utilizing analytics tools.

PROFESSIONAL EXPERIENCE

White Label Resell, *SEO Manager* ⬈
07/2021 – present | Los Angeles, CA

- Standardized SEO reporting processes, delivering comprehensive reports, and innovated personalized competitor strategy reports, incorporating in-depth competitor content and backlink analyses, driving actionable insights for major companies.

- Conducted regular technical audits, fixing errors like 404s, broken links, and oversized images, and optimized site performance and speed. Resolved over 3000 issues in under a month, achieving perfect health scores across all sites.

- Managed and trained SEO specialists, standardizing content and technical audit processes for improved efficiency, quality, and productivity. Led strategic planning and task allocation, achieving project objectives efficiently.

- Collaborated with Analytics engineer, providing business-relevant KPIs and supervising Looker reports to offer valuable insights. Additionally, collaborated on PPC strategies and provided data to the marketing team to enhance their efficiency.

Link Building Blogs, *SEO Specialist*
04/2022 – present | Los Angeles, CA

- Conducted niche research for 100 blogs, documenting details and categories. Developed content strategies by conducting keyword research and identifying gaps. Researched case studies for 60+ mega sites.

- Led documentation of LBB, defining features, functionalities, KPIs, and APIs. Provided detailed descriptions, diagrams, and insights for UX/UI designers, developers, and engineers. Engineered prompt solutions and finalized automated actions for product features.

SEO Content AI, *SEO Specialist* ⬈
04/2022 – present | LOS Angeles, CA

- Conducted Prompt Engineering for SCAI Beta features, refining through continuous testing. Documented SCAI full release, finalized features, and added UI inspirations by analyzing competitors and assessing UI/UX and technical capabilities.

- Ensure scheduled content creation and pruning. Addressed technical issues like 404 errors, broken links, orphan pages, and oversized image files. Enhancing user engagement and maintaining a perfect health score in Ahrefs.

TECHNICAL SKILLS

- Prompt Engineering
- Competitor Analysis
- Performance Audits
- Keyword Research
- Content Strategy
- Technical Audits
- On-page SEO
- Link Building
- Local SEO

TECHNOLOGIES

- Google Search Console
- Google Tag Manager
- Google My Business
- Google Analytics
- Screaming Frog
- WordPress
- Semrush
- Ahrefs

EDUCATION

Associate Degree in Journalism,
From Punjab University, Lahore
05/2020 – 09/2022

INTERESTS

Automating Tasks
Studying different Language models and APIs

Niche Blogging
Researching relevant & up-to-date SEO strategies for Niche blogs.