



Ayaz Ahmad

Google Pro Level certified SEO/Marketing Specialist with over 8 years optimising websites for international clients. Skilled in on-page, off-page, and technical SEO, Keyword research and content optimization. Proficient in tools like Google Analytics, Semrush and Ahrefs. Proven track record of boosting traffic, improving rankings, and driving measureable online growth across global markets.

SEO SPECIALIST

(+92) 322-8555 010

Gujranwala, PAK

ayazahmad8891@gmail.com

linkedin.com/in/i2ahmad

Professional Experience – Key Projects

2025

Marketing & SEO Manager (Remote)

Mohsin Health | UK Based Health Products Seller

Improved website's search rankings and boosted organic traffic through strategic keyword optimization, technical SEO fixes, and high-quality products optimisation, resulting in increased visibility and sustained growth in targeted search queries.

2019-24

SEO & Marketing Manager (Remote)

DeliverCart | UK Based Grocery Delivery Service

Designed and implemented marketing strategies to attract participating stores offering grocery delivery services. Coordinated development of a new website offering online grocery services with 22000 grocery items. Enhanced organic visibility by optimising site structure, fixing crawl issues, and targeting long-tail keywords, leading to an 85% increase in organic traffic and first-page rankings for key search terms.

2020

SEO & Google Ads Manager (Remote)

Wolfer | Uruguay Based Containers Company

Revamped on-page SEO and implemented content strategy for a retail website, resulting in a 50% uplift in organic sessions and top-three rankings for multiple high-converting product keywords.

2012-18

Marketing & SEO Manager (Remote)

VIP Dining - UK Based Discount Dining Provider

Responsible for managing all marketing activities of a discount dining provider with 60 employees. I developed a network of 500 restaurants throughout the UK that participated in the discount scheme. Conducted a full technical website audit, improved mobile usability, and secured high-authority backlinks, driving a 40% boost in organic traffic and significantly improved rankings across competitive international markets.

Academic Qualification

Bachelor of Arts in Journalism-2006

University of the Punjab

Key Skills

MS Office, Google Sheets, Doc, Slides



Ahrefs, Semrush, Moz, Majestic



WordPress



Google Search Console, GA4



Additional Skills

Yoast, Canva, MailChimp

Problem Solving, Team Leadership

Certificates

Google SEO Pro Level

Coursera-2022

References

Available on request.