



M. Owais Fareed

SEO Executive

📞 03121301854

✉ owaisfareed421@gmail.com

🌐 <https://mowaisfareed.site/>

📍 P466 North Nazimabad,
karachi

Professional Summary

SEO Executive with hands-on experience in On-Page, Off-Page, and Technical SEO, focused on improving rankings, traffic, and website performance. Worked with international clients in UAE, USA, and UK, delivering data-driven SEO strategies and measurable growth. Skilled in keyword research, content writing, Google Ads, WordPress, and social media marketing, with a strong focus on continuous learning and modern SEO practices.

Professional Experience

SEO Executive

TechStep Solutions

Feb 2025 – Jun 2026 – Present

Freelance SEO Specialist

Self-employed – Remote

Jan 2025 – Present

- Conducted advanced keyword research and implemented SEO strategies to improve organic rankings and search visibility
- Executed On-Page, Off-Page, and Technical SEO activities for website growth and performance
- Built high-authority backlinks to strengthen domain authority and increase organic traffic
- Performed technical SEO audits and resolved indexing, crawl, and website performance issues
- Monitored website performance through SEO tools and prepared detailed performance reports
- Worked on SEO campaigns for international clients across multiple industries
- Managed WordPress websites, content updates, and basic SEO implementations
- Created basic social media creatives using Canva for marketing campaigns
- Assisted in Google Ads and social media marketing for lead generation and brand visibility

Education

- Google Digital Garage – Digital Marketing Basics
- Google Analytics 4 (GA4) – Skillshop
- Google Ads Search – Skillshop
- HubSpot Content Marketing
- SEMrush SEO Course

Education

Inter

in progress

Key Strengths

- SEO Optimization
- Technical SEO
- Keyword Research
- Google Ads
- WordPress Management
- Social Media Marketing
- Performance Reporting
- Team Collaboration

Skills

- On-Page & Off-Page SEO (Optimization, backlinks, content structure)
- Technical SEO (Crawlability, indexing, speed, schema)
- Google Ads (Campaign setup & lead generation)
- Social Media Marketing (Content planning & page management)
- Canva Designing (Basic creatives for campaigns)
- SEO Tools (GSC, GA4, SEMrush, Ahrefs, Screaming Frog)
- SEO Project Management & Reporting
- International SEO (UAE, USA, UK markets)