FATIMA AYAZ

JUNIOR SEO EXECUTIVE

SEO • KEYWORD RESEARCH • CONTENT • ON-PAGE • OFF-PAGE

Karachi, Pakistan | 0310-3702531 | fa4411360@gmail.com

CORE SEO SKILLS

- Keyword Research & Mapping
- Search Intent & SERP Analysis
- On-Page SEO
- Content Optimization
- Competitor SEO Research
- Internal Linking
- Technical SEO Fundamentals
- Crawlability & Indexing
- XML Sitemap & Robots.txt
- Canonicalization Basics
- Off-Page SEO
- Link Building & Backlink Research
- Guest Post Outreach
- Local SEO & Citations
- SEO Reporting & Performance Tracking

EDUCATION

Intermediate — Commerce

Board of Intermediate Education, Karachi

CONTACT

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0310-3702531

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Location
Karachi, Pakistan

Fatima Ayaz · View Profile

PROFESSIONAL SUMMARY

Detail-oriented Junior SEO professional with hands-on experience supporting on-page, off-page, content and basic technical SEO activities. Skilled in keyword research, search-intent analysis, competitor research, content optimization, internal linking, backlink building and SEO performance monitoring. Familiar with Google Search Console, GA4, SEMrush and Google Keyword Planner, with a strong focus on implementing SEO best practices and supporting measurable organic growth.

PROFESSIONAL EXPERIENCE

UMW Media | Junior SEO Specialist

7 Months

- Implemented and supported on-page and off-page SEO activities across assigned projects.
- Conducted keyword research, search-intent analysis and competitor research to identify relevant SEO opportunities.
- Optimized website content and internal linking based on target keywords and search intent.
- Supported link-building and guest-post outreach campaigns, including prospect research and placement coordination.
- Monitored organic search performance and indexing insights using Google Search Console, GA4 and SEMrush.

Rise High Tech | SEO Intern

Current

- Assist with day-to-day on-page and off-page SEO execution.
- Support keyword research, content optimization, backlink building and basic SEO analysis.
- Assist with competitor research and maintaining SEO activity and performance records.

Remote Projects | SEO Project Experience

1 Year

- Worked on remote SEO projects covering keyword research, on-page optimization, content support and link building.
- Supported guest posts, business listings, local citations and backlink campaigns.
- Applied SEO best practices to improve page relevance, discoverability and organic-search readiness.

SEO TOOLS & TECHNOLOGIES

- **Google Search Console** — Search performance, indexing, queries and page monitoring
- **Google Analytics 4** — Organic traffic, user behaviour and website performance insights
- **SEMrush** — Keyword research, competitor analysis, position tracking and SEO audits
- **Google Keyword Planner** — Keyword discovery and search-demand research