Farhan Baksh

Senior SEO Specialist - Digital Marketer

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Dubai, UAE

Results-driven SEO Specialist with expertise in content strategy, technical SEO, Semantic SEO and digital marketing. Proven track record of driving organic traffic growth, optimizing on-page and off-page strategies, and enhancing search engine rankings. Adept at collaborating with cross-functional teams, leveraging AI and data-driven insights, and managing editorial calendars to ensure seamless execution of SEO initiatives. Passionate about optimizing content for visibility, engagement, and conversions.

PROFESSIONAL EXPERIENCE

Andy Enterprises LLC — Dec 2023 - Present

Senior SEO Specialist — Dubai, UAE

Key Achievement:

- **Increased Organic Traffic:** Boosted organic traffic across five e-commerce websites by 30%, improving user engagement and overall site performance.
- **Improved Page Load Speed:** Collaborated with graphic designers to standardize product image dimensions, reducing load times by 25%, which led to a 30% increase in engagement metrics.
- **Enhanced SEO Effectiveness:** Worked closely with developers to resolve technical issues, improving SEO performance by 40%.

Responsibilities:

- Managing all aspects of the websites farada.ae, seventy7.ae, soletherapy.ae, aetrex.ae, and vivobarefoot.me from end to end.
- Conducted in-depth keyword research and competitive analysis to identify content gaps and improve search rankings.
- **Optimized E-commerce Management:** Boosted multiple e-commerce websites, increasing organic traffic by 30%.
- **Graphic Design Coordination:** Coordinated with graphic designers to refine product images by standardizing dimensions, which improved page load speed by 25% and enhanced overall user engagement metrics.
- **Activity Tracking and Scheduling:** Maintained comprehensive off page activity and content scheduling records, ensuring timely execution of marketing initiatives.
- **On-Page Optimization:** Implemented effective on-page optimization techniques, resulting in a 25% improvement in website rankings and a 30% increase in user engagement.
- **Off-Page Optimization:** Headed off-page SEO campaigns, including link-building strategies, guest posting, and business listings to strengthen domain authority.
- **Content Collaboration:** Worked closely with content writers to create well keyword optimized guest post content, enhancing search engine visibility and engagement by 35%.
- **Strategic Discussions and Reporting:** Engaged in monthly strategy sessions with the Managing Director, delivering valuable reports that align digital marketing efforts with company goals and highlight key metrics, successes, and areas for improvement.
- **Technical Leadership:** Implemented technical SEO best practices, collaborating with developers to enhance crawling, indexing, and site speed 25% faster load times. Collaborated with web developers to identify and resolve technical issues, ensuring optimal website performance and a 40% increase in SEO effectiveness.

Carsclub & Beitak — Jan 2023 - Oct 2023

SEO Executive, — Dubai, UAE

Key Achievement:

- **Boosted Website Traffic:** Optimized blog titles and content, driving significant increases in website traffic and user engagement.
- **High-Quality Backlink Creation:** Built backlinks through profile submissions and guest posts, which led to higher rankings and a 35% increase in domain authority.
- **Visual Content Improvement:** Designed feature images for blog posts, enhancing user experience and increasing engagement.

Responsibilities:

- Managed all aspects of the websites carsclub.ae and beitak.ae from end to end.
- **Boosted Traffic:** Optimized blog titles and other content, leading to a significant increase in website traffic.
- **Visual Content Creation:** Designed feature images, enhancing user experience and engagement.

- **Quality Content:** Produced compelling and high-quality website content, improving user engagement and retention.
- **Backlink Strategy:** Built backlinks via profile submissions, Web 2.0, and guest posts, enhancing rankings.
- **Activity Tracking:** Managed tracking sheets for off page activities and guest posts.
- **Growth Reporting:** Created monthly growth charts and delivered performance presentations.

Webenetic Private Limited LLC
Dec 2021 - Dec 2022

Junior Digital Marketing Executive Mumbai, India

Key Achievement:

- **Increased Engagement:** Developed an SEO-driven content calendar, increasing engagement metrics by 40% in 12 weeks.
- **Traffic Growth:** Implemented technical SEO strategies, improving website performance and page speed, resulting in a 30% traffic boost.
- **Streamlined SEO Reporting:** Monitored daily SEO performance using tools such as Google Analytics and Ahrefs, creating performance charts to present monthly growth.

Responsibilities:

- Managed all aspects of the websites painosoma.com, druggist.uk, and practicalanxietysolutions.com from end to end.
- **Increased Traffic:** Boosted website traffic by identifying effective blog titles through keyword research.
- **SEO Implementation:** Uploaded blogs daily, employing on page and off page SEO techniques.
- **Activity Tracking:** Maintained tracking sheets for off page activities and guest posts.
- **Content Collaboration:** Worked with content writers to create keyword-optimized content and planned a content calendar, increasing engagement by 40% and strengthening the company's industry presence.
- **Graphic Design Coordination:** Coordinated with graphic designers to create visually appealing images.
- **Bug Reporting:** Detected and reported website bugs to developers for resolution.
- **Performance Monitoring:** Monitored daily SEO performance metrics using Webmaster, Google Analytics, Ahrefs, and Semrush. Created monthly growth charts and delivered performance presentations.
- **Problem Solving:** Applied creative thinking and innovative approaches to problem solving and strategy development.
- **Industry Updates:** Stayed updated on SEO trends and algorithm updates.

Entremax Global Solution
July 2021 - Dec 2021

Digital Marketing Intern Mumbai, India

Responsibilities:

- **Enhanced Social Media Engagement:** Boosted social media engagement through strategic posting and targeted content creation.
- **Content Creation:** Developed and published informative blog posts on internships, empowering students to begin their careers.
- **SEO Techniques:** Implemented advanced SEO techniques that increased organic search rankings, resulting in a 40% boost in web traffic over six months; created comprehensive FAQ resources that improved user engagement metrics by 25%.

EDUCATION

Bachelor Of Commerce **2021**

Burhani College Of Commerce And Arts University of Mumbai, India

CERTIFICATION COURSE

Digital Marketing Course **Nov 2021 - Feb 2022**

Digital Scholar Educational Institute Chennai, India

ADDITIONAL INFORMATION

- Aspiring to pursue an MSc in Digital Marketing in the UK to deepen expertise in advanced marketing strategies.

- Experienced in managing Meta ads campaigns including custom audiences, detailed targeting, and retargeting strategies.
- Proficient in leveraging social media marketing to drive engagement and conversions.

SKILLS

- **Technical SEO**
- **Off-Page SEO/ Link Building**
- **Google Analytics**
- **Ahref, Semrush, Moz**
- **Canva**
- **Shopify**
- **Meta Ads & Instagram Ads**
- **On-Page SEO**
- **Webmaster (Google Search Console)**
- **Keyword Research**
- **Screaming Frog**
- **Microsoft Office**
- **WordPress, Elementor**
- **Google Tag Manager**