

# M. NAUMAN SHAH

## SEO Professional

Strategic and detail-oriented SEO Specialist with 5+ years of proven experience in content management, SEO strategy, and digital publishing. Adept at implementing on-page and off-page SEO, keyword research, technical audits, and content optimization to drive organic traffic and improve search engine rankings. Demonstrated success in managing cross-functional editorial teams, building SEO-focused content pipelines, and executing data-driven strategies across diverse industries, including eCommerce, affiliate marketing, gaming, and AI automation. Actively seeking remote or onsite roles in Dubai and global markets to deliver measurable SEO growth.

## CONTACT

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**Location:** Wah Cantt, Pakistan

## CORE SKILLS

- SEO Strategy
- Keyword Research
- On-Page SEO
- Off-Page SEO
- Content Optimization
- Technical SEO
- Google Analytics
- SEMrush
- Ahrefs
- Link Building
- SERP Analysis
- SEO Audits
- Content Management
- WordPress SEO
- HTML/CSS for SEO
- Schema Markup
- Competitor Analysis
- Google Search Console
- Mobile SEO
- Page Speed Optimization
- Content Strategy
- Yoast SEO
- Backlink Analysis
- AI Content Tools

## ACHIEVEMENTS

- Tripled Organic Clicks for a Client with a content pruning strategy.
- Increased Lead Generation With a Lead Magnet Created For a Fintech Website.
- Enhanced Brand Recognition with Well-Established PR Campaigns that resulted in 10x growth in organic traffic.
- Recovered a Dying Brand With Compliance of Google E-E-A-T Policies & Content Revamp.

## EDUCATION

Bachelor of Science (BS) in Software Engineering  
COMSATS University Islamabad – Wah Campus  
July 2019

## LANGUAGES

- English – Fluent
- Urdu – Fluent
- French – Conversational

## PROFESSIONAL EXPERIENCE

### Senior Content Manager | REDLUMB, Dubai, United Arab Emirates May 2024 – Present

- Spearhead SEO-driven content strategies to boost organic visibility and improve keyword rankings across B2B and B2C platforms.
- Lead a remote team of writers and editors, ensuring content aligns with SEO guidelines, brand voice, and conversion goals.
- Collaborate cross-functionally with design, dev, and marketing teams to implement on-page and technical SEO improvements.
- Optimize and expand existing content to enhance search engine performance, reducing bounce rate and increasing CTR.
- Utilize Google Search Console, Ahrefs, and SEMrush to track content performance and refine strategies for target demographics.
- Conduct SEO audits and developed actionable roadmaps for content-led growth, leading to measurable traffic and engagement gains.

### Senior Editor / Team Lead | Gamesual, Wah, Pakistan July 2022 – May 2024

- Managed and optimized high-traffic content for SEO performance, achieving improved SERP rankings and enhanced reader retention.
- Conducted keyword research and competitor analysis to guide editorial direction, resulting in a 40% increase in organic sessions.
- Built and implemented a HARO link-building strategy, generating high-authority backlinks and domain growth.
- Oversaw content quality assurance, maintaining Google E-E-A-T standards and aligning with latest algorithm updates.
- Designed and executed a content calendar aligned with gaming industry trends and seasonal SEO opportunities.
- Mentored a team of writers in best SEO practices, resulting in scalable, search-optimized content across multiple publishing streams.

### Senior Editor | VeryAliGaming, Wah, Pakistan May 2021 – May 2024

- Led on-page SEO optimization across blog content, meta tags, internal linking, and schema markup to improve organic performance.
- Conducted competitor gap analysis and optimized pillar content to target high-volume, low-difficulty keywords.
- Managed editorial pipeline, ensuring fast-paced publishing of search-intent content across multiple gaming verticals.
- Conducted regular performance reviews using analytics tools to pivot strategies and boost search visibility.
- Executed internal linking strategies to increase crawlability and reduce bounce rates on cornerstone content.
- Oversaw Google News indexing and optimization to boost visibility in current news searches and real-time content results.

### SEO Executive | RAN Digital, Islamabad, Pakistan May 2020 – September 2022

- Created and executed SEO-first content plans for trending product launches and affiliate campaigns across multiple niches.
- Conducted detailed keyword research to inform content briefs, driving higher click-through rates and affiliate conversions.
- Collaborated with outreach teams to secure guest post placements and build white-hat backlinks.
- Utilized Surfer SEO and Clearscope for content scoring and optimization prior to publishing.
- Developed affiliate landing pages that balanced keyword-rich copy with high-conversion design elements.
- Tracked SERP movement and affiliate ROI via GA4 and affiliate dashboards, adjusting strategy as needed.

### Remote Content Writer | PNC Solutions, Karachi, Pakistan

August 2019 – September 2021

### Content Writer | Gamopress.com, Wah, Pakistan

February 2019 – July 2019

## PROFESSIONAL DEVELOPMENT

- Google Analytics for Beginners – Google
- SEO Fundamentals – SEMrush Academy
- Advanced On-Page & Technical SEO – Moz
- Microsoft Office Specialist – Wah Institute of Short Courses (Jul 2013)