



Shiraz Muhammed

Head of SEO | Digital Marketing Manager | Google Scientist

📍 Alappuzha, Kerala, India

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Languages

Arabic (Work Proficiency)

English (Fluent)

About

A self-motivated individual who has an excellent work ethic and needs no micro-management.

BRANDS WORKED WITH

Barnes & Noble, Inc.

BeOnTop - Intelligent Digital Marketing and SEO Company in Dubai

Cactimedia

CIOReview

We Create Communications & Advertising

Experience



● Search Engine Optimization Manager

Cactimedia | Dec 2021 - Now

- Optimizing copy and landing pages for better result in SERP
- Create company profiles for corporate communication
- Performing ongoing keyword research including discovery and expansion of keyword opportunities
- Researching and implementing content recommendations for organic SEO success
- Hands-On experience with rank tracking and link building tools such as Pro Rank Tracker, SEMrush, Ahrefs, SE Ranking and more
- In-depth knowledge of optimizing WordPress websites to achieve the best SERP results
- Adept in using Google Search Console, Google Data Studio, Google Analytics, and other webmaster tools
- Knowledge of executing best practices to improve Core Web Vitals, and other Page Speed Insights that contribute to ranking
- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in search campaigns
- Track, report, and analyze website analytics and campaigns
- Research and implement search engine optimization recommendations
- Research and analyze competitor advertising links
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code
- Work with editorial and marketing teams to drive SEO in content creation and content programming
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords
- Creating compelling content for On Page optimization and Off Page Link building efforts
- Write blogs and creative copy for a variety of verticals ranging from Technology to Medicine
- Managed a team of freelancers to ensure that the targets are met
- Write content for Social Media Engagement to ensure that the websites get organic traffic
- Handle writing Press Releases, Mail Outreach & Newsletters on a weekly basis
- Proficient in editing above documents using careful research parameters to ensure quality content

● Freelance SEO Specialist / Content Manager

| Jun 2020 - Dec 2021

- Plan, develop and implement the SEO strategy
- Work towards organic search optimization and ROI maximization
- Regularly perform thorough keyword research
- Identify key SEO KPIs
- Monitor redirects, click rate, bounce rate, and other metrics
- Prepare and present reports regularly
- Identify our buyer persona to better target identified audiences
- Identify problems and deficiency and implement solutions in a timely manner
- Suggest improvements in process and productivity optimization

Collaborate with web developers and marketing team
Stay up to date with the latest SEO and digital marketing latest trends and best practices

● SEO Specialist & Content Manager

BeOnTop - Intelligent Digital Marketing and SEO Company in Dubai | Apr 2018 - Jun 2020

Responsible for ensuring that all SEO strategies are in place to enhance the ranking of client websites

Worked together with a sound technical team and link building specialist to ensure Google First Page Rank

Worked with the SEO Manager to produce crisp content that is within context

Performed Keyword Research for clients

Managed a team of 15+ freelancers and oversees the quality check

Competitor website analysis and creating content structure for our clients

In charge of optimizing page titles and meta descriptions for best SEO results

Generate end of the month reports for all our clients ensuring clarity and transparency

Knowledge of Screaming Frog Crawler Software and other tools necessary for SEO best practices

Develop LSI optimized content for various clients in Dubai, Abu Dhabi, Sharjah and other states within UAE and MENA

Create original plagiarism-free Blogs, Articles, website content, services descriptions

Ensuring that the write-ups comply with all SEO-guidelines set by Google along with meeting the goals of high SERP ranking

● Senior Content Editor / SEO Copywriter

Barnes & Noble, Inc. | Oct 2015 - Jan 2018

Creating engaging content in line with best SEO practices for Barnes & Noble websites

Listing essays related to both technical and non-technical topics and other study materials after content curation

Editing user questions for clarity and ensuring that they adhere to American English standards

Participating in SEO internal seminars to understand and improve current processes

Retitling, categorizing, and mining content

Training and supervising contractors and new staff members in retitling, categorizing, and mining content

Core Member of an exploratory research and testing team to create a new taxonomy system for developing a Content Brain to help in creating Titles and Summaries for select essays. This taxonomy was devised to train an in-house algorithmic tool

Researching the various course offerings of American universities to match student content with appropriate courses

Sourcing appropriate images and researching copyright permissions for them

Building social media profiles for social media promotional campaigns

Tracking and reporting daily progress of the team, task-related metrics, and project completion estimates

Performing Quality Control checks and tabulating feedback

Familiarity with JIRA and Mass Planner

● Assistant Editor

CIOReview | Jan 2013 - Oct 2015

Responsible for writing technical articles and company profiles for the U.S. based technology magazine, CIO Review

Analyzing the trends in defect data on a weekly and monthly basis

Ensuring that client changes are implemented in the articles

Carrying out peer reviews

Drafting and/or editing process documents

Wrote a number of articles published in the magazine and their online website



- **Content & Copywriter**

We Create Communications & Advertising | Jan 2011 - Jan 2013

Activities included writing headlines and copy for banners, proof-reading existing content, creating pamphlets and company profile for various clients, writing arti-cles, blogs and more.

- Copy editing

- Standardizing layout and typesetting issues

- Proofreading

Education & Training

2006 - 2008 ● **Birla Institute of Technology, Mesra**

Bachelor's degree,

2000 - 2002 ● **Toc H Public School**

Highschool,

1990 - 2000 ● **International Indian School, Dammam**

Primary School,