

# Irfan Ghaffar

## DIGITAL MARKETING/ SEO EXPERT

Results-Driven SEO Strategist with 6+ years of experience elevating organic visibility and revenue for e-commerce, SaaS, and fintech brands. Specialized in technical SEO audits, data-driven keyword strategies, and high-impact content optimization. Delivered 300%+ organic traffic growth for enterprise clients, secured #1 rankings for 50+ competitive keywords



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### WORK EXPERIENCE

#### SEO expert - Softglaze

JAN 2016 - JAN 2019

- Conducted technical SEO audits, resolving 300+ crawl errors and boosting site speed by 40%, resulting in enhanced site performance and user experience.
- Executed link-building campaigns that secured 150+ high-quality backlinks, increasing domain authority by 50% and improving SERP visibility for key clients.

#### SEO Specialist - Enabler

MAY 2020 - DEC 2022

- Conducted in-depth keyword research and optimized on-page elements (meta tags, headers, internal links) for 500+ pages, resulting in 40+ top-3 rankings for competitive keywords.
- Managed backlink outreach campaigns, securing 100+ high-authority backlinks from industry-relevant domains, which contributed to a 40% increase in domain authority for key clients

### EDUCATION

#### Bachelor of English Linguistics in

#### Islamia University o

GRADUATED FEB 2025

#### additional Courses

- Digital Marketing Strategies
- Search Engine Optimization
- Social Media Management

### PROJECTS

#### shyftoff-6 months

APR 2022 - OCT 2022

- Conducted technical SEO audits, resolving 300+ crawl errors and boosting site speed by 40%, resulting in enhanced site performance and user experience. Executed link-building campaigns that secured 150+ high-quality backlinks, increasing domain authority by 50% and improving SERP visibility for key clients. You may [find here](#)

#### Dubai Desert Safari (SEO)

JAN 2023 - JUN 2023

- Dubai Desert Safari optimized technical SEO ([Portfolio](#)), increasing organic traffic by 50% in 6 months.
- Executed keyword-driven content strategies, achieving 25+ top-10 rankings and 35% higher lead generation through 30+ SEO-optimized blogs.

### SKILLS

- Technical SEO Audits & Site Architecture
- Keyword Research & Strategy (Short/Long-Tail)
- On-Page & Off-Page Optimization
- Google Analytics 4 (GA4), Google Search Console
- SEO Tools: Ahrefs, SEMrush, Screaming Frog
- Content Optimization & SEO Copywriting
- Local SEO & Google My Business (GMB)
- Backlink Analysis & Outreach

### CERTIFICATIONS

- Softglaze
- Google Analytics Certified (GA4)
- Google Ads Search Certification
- HubSpot SEO Certification

### LANGUAGE

Sraiki (Native)

English (Proficient)