HAMZA MAJEED

SEO Specialist | Technical SEO | WordPress Webmaster | Organic Growth & Analytics

Karachi, Pakistan • +92 340 674 4625 • hamzamajeed.hm1996@gmail.com • linkedin.com/in/hamza-majeed98

PROFESSIONAL SUMMARY

SEO Specialist and WordPress Webmaster with 4+ years delivering measurable organic growth across B2B, e-commerce and service industries. Three-plus years as the sole SEO and web owner for a Norwegian industrial manufacturer, running technical audits, on-page/off-page strategy and the WordPress build as one continuous discipline. Drove desktop PageSpeed performance from 68/100 to 96/100 across four measured checkpoints and built a 2,011-domain link-building prospect database from scratch. Translates complex SEO data into decisions for senior stakeholders, with client exposure spanning Norway, the UAE and Turkiye. Currently building Python and data-analysis skills for data-driven marketing roles.

CORE COMPETENCIES

SEO & Search Marketing: Technical SEO, On-Page SEO, Off-Page SEO & Link Building, Local SEO, International SEO, Keyword & Search-Intent Research, Competitor & Content Gap Analysis, Core Web Vitals, Schema & Structured Data

Analytics & SEO Tools: Google Analytics 4, Google Search Console, Google Tag Manager, SEMrush, Screaming Frog, Google Business Profile, PageSpeed Insights

CMS & Development: WordPress, WooCommerce, Elementor, Shopify, HTML & CSS, JavaScript (developing)

Crawl & Indexation: XML Sitemaps, Robots.txt, Canonical Tags, Crawl Optimization, Indexability Audits, Internal Linking Strategy

PROFESSIONAL EXPERIENCE

SEO Specialist & WordPress Webmaster

Jan 2022 – Dec 2025

Klimastal AS — Norwegian Industrial Company, Remote

- Owned end-to-end SEO strategy combining technical SEO, on-page optimization and off-page authority building, contributing to a 30% increase in organic search traffic over the engagement.
- Diagnosed a Core Web Vitals failure (16.3s mobile LCP) and drove desktop PageSpeed performance from 68/100 to 96/100 across four independently dated checkpoints (Apr 2022 – Oct 2024).
- Executed technical SEO audits with Screaming Frog and SEMrush, resolving crawl errors, duplicate content, canonical-tag conflicts and indexability issues.
- Built and categorized a 2,011-domain link-building prospect database from competitor and keyword-derived research, organized by outreach angle.
- Implemented schema markup, managed XML sitemap/robots.txt configuration, and administered the WordPress site: themes, plugins, hosting migrations, SSL and mobile responsiveness.
- Owned GA4 and Search Console reporting for senior stakeholders; supported international lead generation tied to supplier visits in Dubai and Turkiye.

WordPress Developer & SEO Specialist

Jun 2020 – Dec 2021

Hybrid Tech PK

- Developed and optimized WordPress websites for healthcare and e-commerce clients, integrating appointment booking systems, event calendars and WooCommerce storefronts.
- Implemented on-page SEO best practices: meta optimization, heading structure, internal linking and image alt text, improving organic visibility and local SERP rankings.
- Integrated and customized WooCommerce (payment gateways, product catalog management) while maintaining responsive design and SEO-friendly page-load performance.

Web Development & SEO Intern

Aug 2019 – May 2020

Mirrors Innovation

- Assisted with WordPress theme development and Elementor-based landing page design, supporting SEO-optimized page structures from project inception.
- Contributed to on-page SEO implementations that improved organic traffic for client websites.
- Developed e-commerce stores using WooCommerce and Shopify, including product setup and basic SEO configuration.

EDUCATION

BS (Hons) Information Technology

University of Gujrat • 2015 – 2019 • CGPA 3.14/4.0 • A+ Grade, Final Year Project

CERTIFICATIONS

- Google Analytics Certification — Google
- Google SEO Fundamentals, Optimizing a Website for Google Search, Google SEO Capstone Project — UC Davis (Coursera)
- International SEO, Local SEO Essentials, SEO Toolkit Crash Course, AI Search Operating System — Semrush Academy
- Data Analysis & Visualization with Python, Python Programming Fundamentals — Microsoft; AI, ML & Deep Learning — KIET (via NAVTTC)
- Claude 101 — Anthropic Academy