



Afeerah Rafique

afeerahrafique208@gmail.com



9554510247



<https://www.linkedin.com/in/afeerah-rafique-digital-marketer/>

Competent Digital Marketer, trained in Search Engine Optimization(SEO), Competitor Analyst, SMO. Especially seasoned in link building in Off page SEO.

Work Experience

Intern at ISIE (For 4months)

1. Creating backlinks and social bookmarking
2. Writing SEO-friendly blog content
3. Handling on-page and off-page SEO
4. Working on social media optimization

Intern at JK News Magazine

(For 4months)

1. Creating backlinks and social bookmarking
2. Writing SEO-friendly blog content
3. Handling on-page and off-page SEO
4. Working on social media optimization

Work at Tsaaro Academy as SEO

Executive (For 10 Months)

1. Creating backlinks
2. Writing SEO-friendly blog content
3. Handling on-page and off-page SEO
4. Working on Broken links
5. Doing Competitive Backlink Research
6. Working on GA and Search console

CERTIFICATIONS

Digital Marketing Certificate
Search Engine Optimization Certificate
Google Ads Certificate
Display Ads Certificate
Search Ads Certificate

SKILL SET

- Can Design Graphics on Canva
- Can Use Ubersuggest Tool
- Can Use SEMrush
- Work on Google Analytics
- Work on Google Search Console
- Work on Google Ads
- Can Build & Optimize Backlinks
- Can Create SEO-Friendly Content
- Can Conduct On-Page SEO Optimization
- Can Implement Technical SEO Audits
- Can Perform Competitor Analysis
- Can Resolve Broken Links

Work at Togwe as SEO Executive (From Jan 24 to Jan 25)

Key Responsibilities:

SEO Strategy Development:

Developed and executed SEO strategies to enhance Togwe's online presence, focusing on sports and fantasy gaming content.

On-Page SEO Optimization:

Optimized website content, meta tags, and internal linking to improve search engine rankings.

Off-Page SEO:

Built high-quality backlinks and engaged in influencer outreach to boost domain authority.

Keyword Research & Content Creation:

Conducted keyword research and collaborated with content teams to create SEO-optimized articles and landing pages.

Technical SEO:

Addressed and resolved duplicate content issues on Togwe's site by adding no-index tags to developer pages.

Vision11 SEO Campaign:

Fixed critical SEO issues for Vision11 by redirecting non-www URLs to the www version to improve search rankings.

Google Analytics & Search Console:

Monitored website performance, tracked keyword rankings, and adjusted strategies using analytics tools.

Competitive Research:

Analyzed competitors in the fantasy sports niche to refine keyword and backlink strategies.

Team Collaboration & Mentorship:

Worked closely with teams to implement SEO tactics and mentored junior members on SEO best practices.

Work at Tsaaro Consulting as SEO Executive

(From Jan 25 to Now)

Key Responsibilities:

- Built and optimized backlinks to improve rankings.
- Created SEO-friendly content on data privacy topics.
- Managed on-page and off-page SEO for better visibility.
- Conducted technical SEO audits and improvements.
- Used Google Analytics and Search Console for performance tracking.
- Resolved broken links and enhanced site health.
- Led and mentored interns on SEO best practices.

Self Declaration

I hereby declared that the contents of my resume are accurate to the best of my knowledge and verify their authenticity