

NABIHA ARSHAD

SEO Specialist | Technical SEO | GEO & AEO Strategy | Link Building

nabihaaoun25@gmail.com | linkedin.com/in/nabiha-arshad | Remote & Global Roles | Open to Relocation

PROFESSIONAL SUMMARY

Results-driven SEO Specialist with 4+ years of experience across SaaS, e-commerce, and hospitality sectors. Proven expertise in on-page SEO, technical SEO, link building, and Generative Engine Optimization (GEO) / Answer Engine Optimization (AEO). Proficient in GA4, Google Search Console (GSC), Ahrefs, SEMrush, Screaming Frog, and Looker Studio across WordPress, Shopify, and Webflow. Computer Science background enables direct HTML/CSS implementation — with a strong track record in remote team leadership and data-driven client reporting.

CORE COMPETENCIES

On-Page SEO: Keyword Research & Clustering, Search Intent Analysis, Content Clusters, Internal Linking, Keyword Cannibalization

Technical SEO: Site Audits (Screaming Frog), Core Web Vitals, Schema Markup, Crawl Budget, 404 & Redirect Management

AI Search (GEO / AEO): Generative Engine Optimization (GEO), Answer Engine Optimization (AEO), LLM Visibility, E-E-A-T

Link Building & Local SEO: Outreach, HARO, Broken Backlink Reclamation, Google Business Profile (GMB), NAP Consistency

Analytics & Reporting: GA4, Google Search Console (GSC), Looker Studio, Ahrefs, SEMrush, CRO, KPI Reporting

CMS & Technical: WordPress, Shopify, Webflow, HTML, CSS, Python, Figma

PROFESSIONAL EXPERIENCE

SEO Specialist

Unlayer — SaaS Embeddable Builder Platform | Remote | June 2024 – December 2025

- Led end-to-end SEO strategy during a full niche pivot to the embeddable builder market, managing site restructuring, URL architecture, and complete content overhaul aligned with new search intent.
- Achieved top 10 organic search rankings for target keywords on Google Page 1 within 3 months of niche repositioning, despite a complete change in content direction.
- Implemented Generative Engine Optimization (GEO) and Answer Engine Optimization (AEO) strategies — driving 33% of total leads through LLM & AI search visibility.
- Drove 10% revenue growth within 4 months through schema markup implementation (FAQ, Product schemas), Core Web Vitals optimization, and site architecture improvements.
- Conducted technical SEO audits using Screaming Frog — resolved crawlability issues, 404 errors, canonical tag conflicts, and page speed bottlenecks.
- Designed SEO-optimized wireframes using Figma for new landing pages; planned keyword strategy, created content briefs, and reviewed content against SEO guidelines before publishing.
- Built Looker Studio dashboards from scratch integrating GA4 and Google Search Console data; presented monthly organic search performance reports to stakeholders via Zoom.

Freelance SEO Consultant

MA Hospitality Group | Remote, Vietnam | April 2025 – November 2025

- Freelance contract engagement — managed organic search optimization across 13 hospitality websites simultaneously, conducting full technical SEO audits and implementing on-page improvements for consistent SERP visibility.
- Developed keyword research strategies, content clusters, sitemap structures, and URL architectures tailored to each property's target audience and local search intent.
- Led and managed a remote content team of 5+ writers — set on-page SEO standards, content guidelines, meta tag templates, and internal linking frameworks.
- Set up SEO foundations for new properties: schema markup (LocalBusiness), canonical structure, XML sitemaps, robots.txt, GA4 tracking, and Google Search Console configuration.
- Delivered monthly client-facing SEO performance reports via Zoom, tracked through custom Looker Studio dashboards covering organic traffic, keyword rankings, and CTR metrics.

SEO Executive

Digit Sol — Digital Marketing Agency | Onsite, Pakistan | April 2023 – May 2024

- Executed full-cycle SEO campaigns for e-commerce clients on WordPress and Shopify: Refine Packaging, Packaging Hub, and Vitamin House — covering keyword research, on-page optimization, technical SEO, and link building.
- Increased Refine Packaging organic search traffic by 15% through targeted keyword strategy, title tag and meta description optimization, and content cluster development.
- Grew Vitamin House revenue by 20% through keyword cannibalization resolution, URL restructuring, and search-intent-aligned content optimization.
- Resolved technical SEO issues including 404 errors, broken backlinks, redirect chains, duplicate content, and crawl budget inefficiencies using Screaming Frog and Google Search Console.

- Executed link building campaigns including outreach, HARO submissions, broken backlink reclamation, and review platform listings (G2, Capterra, Clutch) to improve domain authority.
- Created and maintained Looker Studio dashboards; delivered bi-weekly SEO performance reports via Zoom covering rankings, impressions, CTR, and organic traffic trends.

SEO Executive

Rapidzz Solutions | Onsite, Pakistan | September 2022 – April 2023

- Managed on-page and technical SEO for Super Horn House and Conatural Beauty Store on WordPress — optimized title tags, meta descriptions, heading structure, internal linking, and page speed.
- Resolved technical SEO issues including broken links, 404 errors, missing schema markup, and crawlability problems identified via Screaming Frog audits.
- Implemented schema markup (Product, FAQ), XML sitemaps, and robots.txt; made direct HTML/CSS edits to apply SEO recommendations without developer dependency.
- Executed local SEO optimization including Google Business Profile management, local directory submissions, and NAP consistency across citation sources.
- Conducted outreach and HARO link building campaigns to build backlink profiles and improve organic search authority.

NOTABLE PROJECT

SEO Strategy Assignment — E-Commerce Category Launch

GetGo.uk — Athletic Wear | Job Application Strategy Assignment | December 2025

- Completed as part of a job application process — developed a full SEO strategy for a UK e-commerce brand launching a new Athletic Wear category, benchmarked against Gymshark (DR 79), Lululemon, Under Armour UK, and Myprotein.
- Delivered: full site architecture restructure, keyword research across 7 product categories (93,000 monthly searches), search intent classification (transactional vs informational), competitor backlink analysis, schema plan, and CRO recommendations.
- Produced a 3-phase revenue forecast (£348K–£572K over 24 months) based on UK search volume data and organic market share modeling — demonstrating strategic SEO planning depth for the UK market.

EDUCATION

Bachelor of Science — Computer Science

Federal Urdu University of Science, Arts & Technology | 2014 – 2018