

HANNAN SALEEM

SEO & WORDPRESS/SHOPIFY MANAGER



CONTACT

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charlieco13.shop

SKILLS

- SEO Strategy: On-Off & Tech SEO
- WordPress & Shopify Dev
- Google Search Console, Analytics
- Content Management & Customer Success
- Plugin/App Integration & API Implementation
- Effective Communication
- Critical Thinking

CERTIFICATIONS

- SEO Certification – ClickOn Digital Marketing Agency
- One-Year Specialization in E-commerce – Enablers (2020 – 2021)

EDUCATION

- B.S. Computer Science – Lahore Garrison University (2019 – 2026)
- I.C.S. Physics – Alhamd College (2017 – 2019)



PROFILE

Results-driven SEO and Web Development Specialist with 7+ years of experience in WordPress and Shopify. Skilled in creating responsive, SEO-optimized websites and managing e-commerce platforms to drive traffic, improve rankings, and boost conversions. Proven success in integrating plugins/apps, managing content workflows, and delivering measurable growth for clients across diverse industries.



WORK EXPERIENCE

Cosmic Pizza Canada

2024 - 2025

SEO & Digital Account Manager

- Managed SEO campaigns that improved organic traffic by 43% within 6 months.
- Optimized content workflows with on-page SEO and partnered with developers on technical fixes to boost rankings and site performance.

Universal Healing Studio

2025

WordPress Dev & SEO Manager

- Led SEO strategy and WordPress optimization, using the right keywords to increase site traffic and user engagement.
- Implemented technical SEO improvements that boosted search visibility and conversions.

Born Realist

2020 - 2022

On-Off-Page SEO Analyst

- Delivered SEO campaigns that elevated search rankings to the top 3 positions, generating a 2x increase in sales for e-commerce platforms.
- Optimised content and backlinks for better search visibility.

Rankistan & RankFellas

2019 - 2021

Backlinker (Off-Page SEO)

- Built 1000+ high-quality backlinks, improving domain authority and keyword rankings.
- Supported client campaigns that delivered consistent traffic growth.

WordPress/Shopify Projects (Freelance)

2018 - Present

- Delivered 200+ high-performing websites with SEO-focused designs, faster load times, and conversion-driven layouts.
- Customized themes and a user-friendly layout to create SEO-friendly, scalable online stores. Few demo sites:

- westcoasttechnik.ca
- bcosmetics.net
- unquestyles.ca

- universalhealingstudio.com
- osny.pk
- many more