

Muhammad Anas

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Business administration graduate with expertise as an SEO specialist, logistics coordinator. Completed projects in project management, demonstrating strong analytical and organizational skills. Proven track record in increasing traffic, enhancing profitability, and streamlining operations. Eager to apply knowledge and Developing strategies to acquire backlinks from reputable sites to improve domain authority, experience to drive business success. Being a quick learner and willingness to take on new challenges and responsibilities.

Work Experience

Junior Financial analyst

SEP 2024 – Present

SMARTEDU PVT.LTD | Islamabad, Pakistan

- Collecting and analyzing financial data to identify.
- Assisting in the preparation of financial statements and report.
- Conducting market research and analyzing financial data to support consulting projects.
- Presenting analysts in various projects.
- Assisting senior consultants in various tasks and projects as needed.

Associate Documentation coordinator

APRIL 2024 – MAY 2024

Trade Expeditor Pakistan PVT. LTD | Islamabad, Pakistan

- Issue arrival notices to inform relevant parties about incoming shipments.
- Prepare and process delivery orders to facilitate the movement of goods.
- Manage ISF (Importer Security Filing) submissions to ensure compliance with customs regulations.
- Coordination with the carrier is needed to schedule pickup or delivery.
- Collaborate with other departments to streamline logistics operations.
- Freight pricing from departure to destination is influenced by factors like distance, weight, mode of transport, fuel costs, urgency, and customs duties.
- Maintain organized records of all documentation for reference and compliance purposes.

Seo Expert

APRIL 2023 –SEP 2024

AI Digital Solution | Rawalpindi, Pakistan

- Identifying relevant keywords to target for improving search visibility.
- Developing strategies to acquire backlinks from reputable sites to improve domain authority.

- Creating high-quality, engaging content that attracts and retains customers.
- Optimizing website content, meta tags, headings, and images to enhance search engine rankings.

Financial consulting Intern

FEB 2023 –March 2023

AKSOZ Technology Limited | Islamabad, Pakistan

- Conducting market research and analyzing financial data to support consulting projects.
- Drafting reports and presentations to summarize findings and recommendations for clients
- Assisting senior consultants in various tasks and projects as needed.
- Organizing and maintaining financial data and documentation for projects.

Digital Marketing INTERN

JUNE 2022 –SEP 2022

Marketing21 | Islamabad, Pakistan

- Writing high-quality, engaging, and SEO-friendly articles, blog posts, or website content that targets specific keywords.
- Assisting in the planning and execution of digital marketing campaigns across various channels (social media, email).
- Conducting research on market trends, competitor analysis, and customer preferences to inform marketing strategies.
- Helping manages social media accounts, including scheduling posts, engaging with followers, and tracking performance.
- Identifying opportunities for acquiring backlinks to enhance domain authority and search visibility.
- Assisting in optimizing website content, including blog posts and landing pages, to improve search engine rankings.

Core Skills

On-page Seo | Off-page Seo | Market Research | Acquiring Backlinks | Content Writing | Email Marketing | Se-ranking | Jasper AI software | Surfer Seo | Microsoft Office | Import Security File | Keyword Research | competitor analysis | Cost minimization | Supply chain Management | Financial Modeling

Education

COMSATS University Islamabad

Bachelor of Business Administration - BBA | Accounting and Financial Management

2023