

UMER FAROOQ KHAN

SEO Team Lead | Technical SEO Specialist | AI Search & Answer Engine Optimization (AEO)
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Professional Summary

Results-driven SEO Team Lead with 3+ years of experience delivering technical, on-page, off-page, and local SEO strategies for healthcare, education, local business, and eCommerce websites. Skilled in leading SEO teams, conducting enterprise-level audits, improving Core Web Vitals, implementing structured data, and leveraging AI tools such as ChatGPT for prompt engineering and Answer Engine Optimization (AEO). Experienced with Google Search Console, GA4, Semrush, Ahrefs, Screaming Frog, Sitebulb, WordPress, and Rank Math.

Professional Experience

SEO Team Lead | Whoopit SMC Ltd | April 2023 – Present

- Lead and mentor the SEO team while managing multiple client projects.
- Develop technical, on-page, off-page, local, and AI search optimization strategies.
- Perform SEO audits using Screaming Frog, Sitebulb, Semrush, and Ahrefs.
- Resolve crawlability, indexing, duplicate content, redirect, XML sitemap, robots.txt, and Core Web Vitals issues.
- Conduct keyword research, topical clustering, competitor analysis, and content gap analysis.
- Implement schema markup and internal linking strategies.
- Optimize WordPress websites using Rank Math and SEO best practices.
- Create AI-assisted workflows using ChatGPT, Prompt Engineering, and AEO.
- Monitor performance through Google Search Console, GA4, and Looker Studio.
- Collaborate with developers and content writers to improve rankings and user experience.

Manager | Chikhai Theme Park | 2022–2023

- Managed daily operations, staff scheduling, and customer service.
- Conducted performance reviews and supervised teams.
- Managed budgets and operational planning.
- Handled customer complaints and improved service quality.
- Supported marketing and promotional activities.

Environmental Intern | WWF Pakistan | 2018

- Participated in environmental awareness campaigns.
- Promoted sustainability initiatives.
- Worked on community outreach and leadership activities.
- Prepared reports and supported project execution.

Environmental & Safety Intern | Agri-Tech Ltd | 2018

- Performed workplace risk assessments.
- Managed safety equipment compliance.
- Prepared technical reports.
- Supported environmental management activities.

Key SEO Projects

Inspire London College • HCA London • UKPDA • Lets Care All • Pestigo Canada • Flower Palace • TyreExpress247 • One Voice Journal

Education

BS (Hons.) Environmental Sciences
The University of Haripur

Technical Skills

Technical SEO, On-Page SEO, Off-Page SEO, Local SEO, International SEO, AEO, GEO, Prompt Engineering, Keyword Research, Link Building, Schema Markup, Core Web Vitals, WordPress SEO, HTML/CSS (Basic).

Tools

Google Search Console, Google Analytics 4, Looker Studio, Semrush, Ahrefs, Screaming Frog, Sitebulb, Rank Math, Google Keyword Planner, Bing Webmaster Tools, ChatGPT, NotebookLM.

Certifications

- Diploma in Technical SEO Training (Alison)
- Diploma in Advanced Media Marketing Management

Languages

English • Urdu • Hindko