

# ASIF NADEEM MALIK

## Web Developer & SEO Specialist

@realasifn@gmail.com  
atarihost.com

CB No. 93/1, Cobb lane, Askari 11, Rawalpindi, PK, 46000  
+92 307 1350238

asifnadeem.online



## EXPERIENCE

### SEO Specialist

#### redlumb / moiz enterprises

Dec 2023 – May 2024 Dubai, UAE

- Performed the local SEO of 5asec.ae project.
- Performed technical SEO for jackson electrical services, for an electrician company in the UK.
- Conducted UI/UX improvement audits and prepared comprehensive reports for various projects.
- Performed SEO audits, ranging from basic to advanced, for various clients.
- Conducted keyword research, assigned keywords to writers, and made necessary revisions.
- Managed SEO-related tasks for up to 4 projects daily.

### SEO Specialist

#### 7elogics / qk9services

Dec 2022 – 2023 Manchester, UK

- Improved Google My Business reviews and local rankings.
- Managed multiple SEO projects for the company.
- Designed the online store and shopping functionality for their restaurant business, Sattiperiperi, in Darwen, UK. This included payment gateway integration with Stripe, and map and distance calculations using an API.
- Handled additional tasks such as email configurations, backups, website migrations, and website security.

### Self SEO Experience

#### Local Business + Blog

2017 – Ongoing Rawalpindi, PK

- Performed SEO on experimental websites and marketed them on Facebook.
- Conducted technical SEO audit for a client's website.
- Developed a tool for calculating child support in the USA, which achieved rankings and generated revenue through Adsterra monetization.
- Executed local SEO for iFix Technology Canada, a mobile repair company.
- Produced more than 120 articles and contents for both clients and personal projects.
- Ranked and sold a tool-based website called eBay Fee Calculator.
- Ranked and sold an AdSense-approved educational blog called diary entry format.
- Ranked and sold a Minecraft addon download site with Google AdSense, generating \$3 per day.
- Sold an older AdSense-approved website, File Origin, with a premium domain.
- and many more similar projects.

## CERTIFICATIONS



### SEO Experience Certification

1 year of experience at 7E Logics as an SEO specialist.



### SEO Certification

Received SEO training certification.



### Programming Certificate

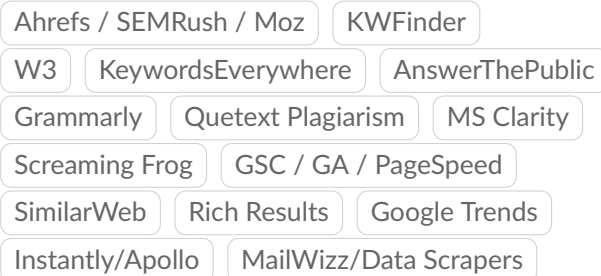
Achieved programming certificate and trophy at a software development competition during school.



### Network Certification

Received network certification at link networks ISP with 1-year experience.

## TOOLS



## LANGUAGES

English  
Urdu



## EDUCATION

### BS(CS) University

#### Arid Agriculture University

Completed degree in BS(CS) 2016 – 2021

### F.SC College

#### Indus College of Science

Completed in I.C.S 2012 – 2015

### Matriculation School

#### F.G Boys High School, Rawalpindi

Completed in Phy.Com.Math 2002 – 2012

# EXPERIENCE

## Web Developer & UI/UX Designer

### Mikksoft

📅 May 2020 – Feb 2021

📍 Abu Dhabi, Dubai

- Experienced in designing user-friendly and attractive websites.
- Skilled in designing WordPress front-end UI/UX and developing WordPress back-end by editing themes and using HTML/CSS.
- Experienced in finding and fixing websites' technical CSS or code errors.

## Founder & CEO

### Servnet / Perfection Host / Atari Host

📅 January 2016 – Ongoing

📍 Rawalpindi, PK

- **Servers/Hosting:** Experienced in cloud computing and virtual machines on Linux, with experience in running virtualization applications on OVZ and KVM.
- Skilled in domain registration and web hosting on VPS and dedicated servers.
- Expertise in configuring firewalls on Linux to protect against DoS and DDoS attacks, effectively mitigating TCP and UDP attacks on websites and game servers.
- Experienced in hosting multiplayer game servers on a Linux server with proper firewall and server setup. Adept at backing up, securing, and protecting websites from hacking, malware, and brute-force attacks using firewalls and various techniques.
- Managed cloud and dedicated web hosting for resource-intensive applications.
- Tested a self-engineered hardware firewall on a personal PC.
- and much more.
- **Email Marketing - 2024:** I've Worked on Niche Specified Email Marketing Campaigns (Stores / HVAC USA). I've used automatic data scraping techniques like Apollo (free) and built niche specified emails + data. I've also worked on instagram and social media manual scrapping using google search operators (SEO). After that, I've setup and run campaigns on instantly and mailwizz (paid) with complete 10/10 score on mail tester + tested emails output and templates before setting the criteria for daily / hours emails and tracking them (No Spam mail problems).

# SKILLS

## Digital Marketing

- Website SEO
- Local SEO
- Content Writing
- UI/UX designing
- Site Performance Monitoring
- Technical SEO
- On-Page SEO
- KW Research
- Off-Page SEO or Link Building (Free & Paid)

## Email Marketing

- Config (DKIM / DMARC with 10/10 on mail-tester.com)
- Anti Spam Config
- Email Marketing Campaign
- Email Data Scrap using Apollo & Instagram
- Campaign Analytics, A/B Testing & Tracking

## Web Designing & Development

- WordPress Design & eCommerce
- HTML & CSS
- GoogleCloudAPI
- My SQL
- Visual Studio
- Jornaya + Trusted Form Integration
- Payment gateway integration (PayPal & Stripe)

## Visual & Graphics Designing

- Canva
- Figma UI/UX
- HCI
- Latex

## Technical & Security

- Linux
- Firewall
- Domain & Hosting
- Dedicated Server
- Site migration & backup
- DoS & DDoS Mitigation
- Game Server Hosting
- WordPress Security
- Malware Removal