MUHAMMED FAWAS

SEO SPECIALIST

Al Qusais ,Dubai | muhammedfawaas@gmail.com | +91 9072718780 | Visit Visa | Immediate Joiner

SEO Specialist with 2.5+ years of experience managing travel and eCommerce client projects, including UAE-based websites. Skilled in on-page and off-page SEO, keyword research, content strategy, and Generative Engine Optimization (GEO) for AI-driven search and LLM results. Apply AI- and LLM-based SEO techniques to improve visibility, organic traffic, and measurable business outcomes.

KEY ACHIEVEMENTS

- **E Commerce Growth**: Increased organic traffic to 3,409 sessions within 3 months, generating AED 34,991 in revenue from 190 orders, while improving new vs returning customer conversion rates through strategic SEO and content optimization.
- **Travel Agency SEO**: Achieved Rank #1 positions for highly competitive keywords, securing Top 3 rankings for all core service pages within 6 months and generating 500+ qualified organic leads through sustained SEO-driven visibility.

PROFESSIONAL EXPERIENCE

SEO Specialist — Crink.App **Apr 2026 –June 2026 kochi**

- Managed SEO for a YMYL mental health platform, focusing on technical SEO, E-E-A-T, and organic growth.
- Created SEO articles and content strategies to improve search visibility.
- Migrated the website from Wix to Astro using AI-assisted development.

SEO Analyst — dExito Branding **Jun 2024 – Mar 2026 | Calicut**

- Managed SEO campaigns for eCommerce and travel clients across India and the UAE.
- Led SEO teams and coordinated content writers to improve organic performance.
- Managed client relationships, SEO strategies, keyword research, optimization, and link building.

Digital Marketing Executive -Acodez IT Solutions (Internship) **Mar 2024 – May 2024 | Calicut**

- Executed SEO, social media, Google Ads, and Meta Ads campaigns.
- Supported keyword research, content, ad creation, and performance optimization.

EDUCATION

Aviv Digital Academy **Aug 2023 - Feb 2024**
Diploma in Digital Marketing

GMHSS CU Campus School **Jun 2018 - Apr 2020**
Higher Secondary, Humanities

ADDITIONAL INFORMATION

- **Languages:** English, Malayalam
- **Volunteer, WordCamp Kerala 2024** – Organized community projects and supported local initiatives.