

Elsa Amen

SEO Specialist & Graphic Designer

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Pakistan

PROFESSIONAL SUMMARY

Detail-oriented SEO Specialist and Graphic Designer with hands-on experience in on-page, off-page, and technical SEO across multiple international websites. Skilled in creating visually compelling designs using industry-standard tools. Currently pursuing a BS in Information Technology from University of Agriculture, Faisalabad — combining strong technical knowledge with creative problem-solving.

CORE SKILLS

On-Page SEO

Keyword Research, Meta Tags Optimization, Content Structuring, Schema Markup, Internal Linking

Off-Page SEO

Link Building, Guest Posting, Backlink Analysis, Directory Submissions, Outreach

Technical SEO

Site Audits, Page Speed Optimization, Crawl Error Fixes, XML Sitemaps, robots.txt, Core Web Vitals

Graphic Design

Logo Design, Social Media Graphics, Branding, Banners, UI Mockups

Design Tools

Adobe Photoshop, Adobe Illustrator, Canva, Figma

SEO Tools

Google Search Console, Google Analytics, Ahrefs, SEMrush, Screaming Frog, Yoast SEO

Platforms

WordPress, Shopify, Blogger

WORK EXPERIENCE

SEO Specialist & Content Strategist | [Tim Hortons Menu \(timshortonmenu.ca\)](#) | *Freelance*

- › Performed complete on-page SEO including keyword targeting, meta optimization, and internal link building
- › Improved organic search visibility and rankings for competitive food/restaurant niche keywords
- › Conducted technical SEO audits to fix crawl issues, improve site speed, and enhance Core Web Vitals

SEO Specialist | [IHOP Menu \(menuihop.com\)](#) | *Freelance*

- › Implemented off-page SEO strategies including high-authority backlink acquisition and outreach campaigns
- › Developed and executed content plans aligned with target audience search intent
- › Monitored performance using Google Search Console and Analytics; reported and acted on insights

SEO & Design Specialist | [Affiliate Website — Norway Client](#) | *Ongoing (Current)*

- › Managing SEO strategy for an affiliate website targeting the Norwegian market
- › Handling on-page optimization, affiliate content structuring, and link building for international audience
- › Creating branded graphic assets and visual content to support the affiliate marketing campaigns
- › Collaborating directly with international client to align SEO goals with business objectives

EDUCATION

BS Information Technology

[University of Agriculture, Faisalabad \(UAF\)](#) | *Currently Enrolled*

- › Relevant coursework: Programming Fundamentals, Web Technologies, Database Management, Networking
- › Combining IT knowledge with practical digital marketing and design skills

LANGUAGES

Urdu (Native) **English** (Professional Working Proficiency)