



Usman Ali

Contact



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Lahore, Pakistan



About Me

Motivated and results-driven professional with experience in customer engagement, sales, and digital marketing. Skilled in communication, community interaction, stakeholder engagement, and awareness-building through call center and SEO roles. Experienced in handling public inquiries, promoting services, and working with diverse individuals. Seeking a Community Mobilizer role to support community awareness, immunization programs, and behavioral change initiatives through effective outreach and engagement.

Skills

- Public Communication Speaking
- Customer Relationship Management
- Conflict Resolution & Problem Solving
- Data Collection & Reporting
- Record Keeping & Documentation
- Microsoft Excel & Word Digital
- Marketing & SEO Keyword Research
- Analysis Lead Generation
- Market Research Internet Research
- Active Listening
- Interpersonal Communication
- Community Outreach Awareness
- Time Management Adaptability
- Report Writing Computer Literacy



Education



Intermediate (FA)

Private

2025 – Present



Matriculation (Computer Science)

Qurban Boys High School

2022



Experience



SEO Officer

Quicks Logics

May 2025–June 2026

- Conduct keyword research and competitor analysis to improve online visibility.
- Optimize website content, meta tags, and on-page SEO elements.
- Monitor website performance using analytics tools and SEO dashboards.
- Prepare regular performance and progress reports for management.
- Collaborate with content and marketing teams for digital campaigns.
- Analyze user behavior and market trends to improve engagement strategies.
- Support lead generation through SEO-driven campaigns.
- Manage local SEO listings and business profiles.
- Identify gaps in digital outreach and recommend improvements.
- Assist in online awareness and engagement activities through digital platforms.



Sales Agent

Online Gyz

Oct 2023 – Nov 2024

- Handled customer communication and provided product/service information.
- Built and maintained customer relationships through effective interaction.
- Resolved customer queries and objections professionally.
- Achieved sales and performance targets in a fast-paced environment.
- Maintained customer records and follow-ups.



Sales Agent

Hawk Tech

Jul 2023 – Sep 2023

- Assisted customers with inquiries and service details.
- Generated leads and supported sales conversion activities.
- Maintained professional communication with clients.
- Contributed to team performance goals.