

# HASSAM SHABBIR

SEO Content Strategist | Content Marketing Specialist | AI & Automation Expert

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## PROFESSIONAL SUMMARY

Data-driven SEO Content Strategist and Content Marketing Specialist with 7+ years of experience driving organic traffic growth, improving SERP rankings, and delivering measurable ROI for international clients. Proven expertise in SEO strategy, content marketing, on-page SEO, technical SEO, keyword research, internal linking, content optimization, search intent analysis, and conversion optimization. Track record of increasing organic traffic by 35%+, achieving top 10 Google rankings for 50+ competitive keywords, and authoring 1,000+ SEO-optimized articles. 5+ years of hands-on experience with AI tools including ChatGPT, Claude AI, and Grok for content optimization, workflow automation, AI-assisted research, and prompt engineering. Experienced instructor and seminar speaker with 2 AI seminars conducted for 400+ participants. Founder of Rise Above Minds (RAM), a non-profit organization empowering underprivileged children with digital skills and education. Skilled in Google Analytics, Google Analytics 4, Google Search Console, WordPress, WooCommerce, Shopify, and industry-leading SEO tools. Adept at cross-functional collaboration and project coordination.

## CORE SKILLS

SEO Strategy	On-Page SEO	Keyword Research	Google Analytics
Copywriting	Competitor Analysis	Content Marketing	Technical SEO
SERP Optimization	Content Strategy	Off-Page SEO	Conversion Optimization
Google Search Console	SEO Audits	Content Creation	Link Building
WordPress SEO	Content Optimization	AI and Prompt Engineering	Workflow Automation

## PROFESSIONAL EXPERIENCE

### SEO Content Strategist and Social Media Manager | Dr. Akbar Niazi Teaching Hospital (ANTH) September 2025 - Present Remote

- > Develop and execute comprehensive SEO content strategies for healthcare sector, improving organic search visibility and driving 35% increase in website traffic
- > Optimize content for SERP features including featured snippets, rich results, and Google AI Overviews, achieving top 3 rankings for 15+ target keywords
- > Conduct comprehensive keyword research and competitor analysis to identify high-value content opportunities in medical niche
- > Implement on-page SEO best practices including meta tags, header optimization, internal linking structure, schema markup, and XML sitemap optimization
- > Apply consumer psychology principles to content creation, increasing patient engagement by 35% and appointment conversions by 25%
- > Manage social media content operations across multiple platforms, supporting brand visibility, audience engagement, and organic growth

### Content Marketing Specialist | ArdentThrive March 2024 - March 2025 Remote

- > Executed data-driven content marketing strategies resulting in 30% increase in organic traffic and 25% growth in qualified leads
- > Performed technical SEO audits and implemented fixes that improved site speed by 40% and Core Web Vitals scores
- > Managed end-to-end content production including keyword research, content briefs, writing, editing, and performance tracking
- > Optimized existing content for better SERP performance, achieving first-page rankings for 20+ competitive keywords
- > Collaborated with marketing team on multi-channel campaigns ensuring consistent brand messaging across all platforms

### SEO Content Writer | FIL (UK) October 2023 - January 2025 Remote

- > Created SEO-optimized content including blog posts, landing pages, and web copy, achieving top 10 rankings for 50+ target keywords
- > Increased average time on page by 45% through strategic content structuring and audience-focused storytelling
- > Utilized Google Analytics and Google Search Console to track content performance and identify optimization opportunities
- > Developed content calendars aligned with SEO strategy and business objectives for consistent publishing schedule

### SEO Writer and Content Specialist | FOX Corporation Ltd (Australia) March 2019 - January 2023 Remote

- > Produced SEO-friendly content across multiple industries, driving 35% year-over-year growth in organic traffic
- > Executed keyword research strategies using Semrush and Ahrefs to identify high-volume, low-competition opportunities
- > Implemented on-page SEO optimization including title tags, meta descriptions, and schema markup
- > Edited and proofread 500+ articles ensuring grammatical accuracy, brand consistency, and SEO compliance

## Freelance SEO Content Strategist and WordPress Web Designer | Self-Employed

January 2019 - Present  
Remote

- > Deliver comprehensive SEO content strategies for international clients across healthcare, technology, e-commerce, and B2B sectors
- > Conduct content audits using Google Analytics and Search Console to identify optimization opportunities and content gaps
- > Create conversion-focused content including case studies and white papers supporting lead generation objectives
- > Manage full content lifecycle from strategy and research to creation, optimization, and performance analysis
- > Design and build optimized, high-speed, mobile-friendly WordPress websites using Elementor and WPBakery for improved SEO performance
- > Develop e-commerce solutions using WooCommerce and Shopify for clients in windows blinds (UK), clothing and female dupatta, and side bags and crossbody bags niches
- > Provide basic graphic design and video editing support using Canva for social media and content marketing materials
- > Implement YouTube automation strategies for content distribution and channel growth

## AI Instructor and Seminar Speaker | Independent

2023 - Present

- > Conducted 2 professional seminars on AI usage and prompt engineering with approximately 400 total participants
- > Taught practical AI applications for SEO, content creation, research, and workflow automation using ChatGPT, Claude AI, and Grok
- > Provided mentorship on AI-enhanced productivity and AI-assisted content workflows for digital professionals

## KEY PROJECTS

### SXO Master Plugin and Tool

Built SXO Master, a comprehensive content analysis tool that evaluates content across AIO (AI Optimization), SEO, GEO (Generative Engine Optimization), and SXO (Search Experience Optimization) frameworks. The tool identifies optimization problems before and after publishing, helping content creators improve quality and search performance.

### The Learning Society

#### Founder

Founded and manage The Learning Society, a thriving WhatsApp community that combines Islamic teachings with psychology to create meaningful, research-backed content. The community serves as a platform for knowledge sharing, personal development, and spiritual growth through daily posts, discussions, and interactive sessions on the intersection of faith and mental well-being.

### Rise Above Minds (RAM)

#### Founder and Director

Founded and lead Rise Above Minds (RAM), a non-profit organization dedicated to empowering underprivileged children through education. Provide free digital skills training including SEO, content writing, graphic design, and web development to deserving students. Organize and conduct psychology courses and workshops for personal development and mental well-being. Manage donation drives and fundraising campaigns to support deserving students with educational fees and resources. Coordinate volunteer teams and community outreach programs to maximize social impact. Impacted 100+ underprivileged students through educational initiatives.

## KEY ACHIEVEMENTS

- \* Increased organic traffic by 35% across multiple client websites through strategic SEO content optimization
- \* Achieved top 10 Google rankings for 50+ competitive keywords in healthcare, technology, e-commerce, and marketing niches
- \* Authored 1,000+ SEO-optimized articles driving measurable business results for international clients
- \* Improved average time on page by 45% through strategic content structuring and user experience optimization
- \* Generated 25% increase in qualified leads through conversion-optimized content marketing strategies
- \* Built and optimized multiple WordPress websites with Elementor and WPBakery for improved SEO performance
- \* Successfully trained 400+ professionals through AI seminars and workshops on prompt engineering and AI-assisted workflows
- \* Impacted 100+ underprivileged students through Rise Above Minds (RAM) non-profit organization

## AUTHORSHIP

- **The Thesis Master Class** - Comprehensive guide on thesis writing and academic research
- **Best Professional Prompts for Everyone** - Practical prompt engineering guide for AI tools
- **Soch Say Sajjday Tak** - Ongoing literary work

## EDUCATION

### Bachelor of Science (B.S.) in Psychology | University of Sargodha

November 2021 - Present

Relevant Coursework: Consumer Behavior, Research Methodology, Data Analysis, Communication Psychology

### Intermediate (FSc) | Prime Institute of Health Sciences, Islamabad

2019 - 2021

Grade: 87.50%

## CERTIFICATIONS

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- > Google Prompting Essentials (Google)
- > AI For Everyone (DeepLearning.AI)
- > Search Engine Optimization (SEO) with Squarespace
- > Increase SEO Traffic with WordPress
- > Semrush SEO Toolkit Certification
- > Semrush On-Page and Technical SEO Certification
- > Semrush Keyword Research Certification
- > Google Analytics Certification
- > SEO and Blog Writing Certification
- > Certified Copywriter and Content Writer

## TOOLS AND TECHNOLOGIES

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**SEO Tools:** Semrush, Ahrefs, Google Search Console, Google Analytics, Google Analytics 4, Screaming Frog

**AI and Automation:** ChatGPT, Claude AI, Grok, OpenClaw, Moltbot, AI Video Generation Tools, AI Audio Generation Tools, Prompt Engineering, AI-assisted Workflows

**CMS and E-Commerce:** WordPress, WooCommerce, Shopify, Elementor, WPBakery

**Content and Design:** Canva, Grammarly, Surfer SEO, Clearscope | **Analytics:** Google Search Console, Google Analytics, Google Data Studio | **Project Management:** Trello, Asana, Notion