

Shahid Razza

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EXPERIENCE

KROFILE | PROJECT MANAGER

2023 – Present | 903 Sutherly DR SE Concord, USA

- Played a key role in designing and executing a complete SaaS product, including market analysis, feature ideation, and product development strategies.
- Developed and implemented a comprehensive marketing strategy, integrating SEO, content marketing, and user acquisition plans.
- Conducted extensive competitive analysis to guide product-market fit decisions and ensure scalability.
- Led end-to-end SaaS product creation, from conceptualization and market sizing to launch strategy and feature prioritization.

SAFAIWALE | SENIOR SEO ANALYST & MARKETING LEAD

Feb 2020 – 2023 | Delhi, India

- Spearheaded SEO strategies that increased organic traffic by millions, positioning Safaiwale as India's leading cleaning service provider.
- Led the creation and execution of content, technical SEO audits, and backlinking strategies, achieving top rankings for over 750+ pages.
- Managed end-to-end marketing campaigns, driving exponential growth in search visibility and user acquisition.
- Worked with a team to plan growth and team-building exercise for 200 employees.

GOZEN TECHNOLOGIES | SEO ANALYST

2020 | India

- Designed and executed SEO campaigns that increased domain authority and improved search rankings across multiple projects.
- Implemented technical SEO audits to enhance page load speeds and ensure website compliance with search engine guidelines.

PROJECTS

WEBIRY | OUTSOURCING WORKS ON WEEKENDS

Jan 2019 – 2023 | Delhi, India

- Delivered SEO and web development solutions for high-profile clients.
- Applied advanced SEO techniques to increase conversion rates, reduce bounce rates, and drive organic traffic to key revenue-generating pages.

WHITE-LABEL SEO | WORK WITH OTHER AGENCIES

2023 | Outsourcing

- Delivered SEO and web development solutions for high-profile clients, including Jira, IBN Tech, and Magenta BI.
- Focused on transaction page optimization, improving user experience and driving measurable engagement and conversions.

GMB | SEO for Local Businesses

- Achieved 149+ calls/month for clients such as Sharayu Cab Services through GMB optimization.
- Boosted visibility for local businesses, driving measurable growth in inquiries and customer engagement.

SKILLS

- **SEO Tools:** Google Search Console, SEMrush, Ahrefs, Screaming Frog
- **Development:** WordPress, Shopify, HTML, CSS, JavaScript
- **Marketing Tools:** Google Ads, Facebook Ads, LinkedIn Ads
- **SaaS Specialization:** Product Strategy, Market Sizing, Pre-launch Marketing
- **Other:** UI Design (Figma), Content Optimization, Email Campaigns

EDUCATION

GRADUATE

Bachelor's degree in ARTS
RSP Collage | 2021-2024

HIGHER SECONDARY

Science and Technology
DAV Model School | 2019-2021

STRENGTH

ACTIVE LEARNING

I love reading and learning new things to improve myself and be tuned with dynamically changing world and trends.

DECISION-MAKING

I like to analyze the data, find a simple direction and goal, develop a plan of actions to meet a deadline, and execute it.