

Shahid Razza

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SUMMARY

I'm a results-driven SEO specialist and project manager with a knack for skyrocketing organic traffic and steering products from vision to launch. My expertise in SEO, marketing, and strategic decision-making fuels my passion for driving growth and delivering impact.

EXPERIENCE

Growth Manager

KROFILE

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..

Senior SEO Analyst & Marketing Lead

SAFAIWALE

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..

Senior Marketing Manager

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- Complete Marketing Strategy management for all Clients.
- 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.

SEO Analyst

GOZEN TECHNOLOGIES

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..

PROJECT

GMB | SEO for Local Businesses

- Achieved 149+ calls/month for clients such as Sharayu Cab Services , Divitech private limited, Gurukrupa caters, Dream house by swati and many more through GMB optimization.
- Boosted visibility for local businesses, driving measurable growth in inquiries and customer engagement.

White-Label Seo Analyst

Raycochrane • www.raycochrane.co.uk/

- Analyzed SEO performance helped in improving organic traffic by 40% through targeted keyword strategies and comprehensive competitor analysis.
- Executed comprehensive image optimization and handled diverse transactional tasks, ensuring fast-loading pages and seamless user journeys.
- Implemented advanced SEO tactics to reduce friction in transaction funnels, resulting in higher conversion rates and improved customer retention.

White-Label Seo Analyst

Atlassian Jira • March 2025 – undefined

- Optimized transaction pages for a class project in Jira, streamlining workflows and enhancing user interactions while managing end-to-end transactional processes.

- Created high-quality content and curated a strategic backlink list to prioritize and initiate backlinking efforts, boosting site authority and organic reach.
- Executed comprehensive image optimization and handled diverse transactional tasks, ensuring fast-loading pages and seamless user journeys.

Online Courseing

Outsourcing Works on Weekends • onlinecourseing.com/ • January 2019 – May 2023

- Developed advanced on-page SEO strategies and engaging UGC content, including course reviews, to boost visibility and user trust.
- Sold multiple courses through affiliate marketing .
- Applied advanced SEO techniques to increase conversion rates, reduce bounce rates, and drive organic traffic to key revenue-generating pages.

EDUCATION

Bachelor's degree in ARTS

RSP College

Higher Secondary

Dav Model School • CFRI , Dhanbad

SKILLS

SaaS & Product Development

- Specialized in end-to-end SaaS product strategy, from market analysis and feature prioritization to pre-launch marketing and scalability planning.
- Adept at integrating SEO and user experience (UX) principles into product design, with hands-on experience in UI design using Figma.

Technical & Development Skills

- Proficient in WordPress, Shopify, HTML, CSS, and JavaScript for website optimization and development.
- Expert in conducting technical SEO audits, optimizing image assets, and enhancing page load speeds for search engine compliance.

Analytical & Strategic Strengths

- Strong decision-making skills, leveraging data analysis to set goals, develop action plans, and meet deadlines effectively.
- Proven ability to perform competitive analysis, market sizing, and user behavior assessments to inform growth strategies.

Content & Communication

- Skilled in creating user-generated content (UGC), course reviews, and optimized copy to drive engagement and trust.
- Experienced in email campaign management and content optimization for diverse audiences.

SEO & Digital Marketing Expertise

- Advanced proficiency in on-page and technical SEO, including transaction page optimization, content strategy, and backlink development.
 - Skilled in driving organic traffic, improving conversion rates, and reducing bounce rates using tools like Google Search Console, SEMrush, Ahrefs, and Screaming Frog.
 - Experienced in crafting and executing multi-channel marketing campaigns (Google Ads, Facebook Ads, LinkedIn Ads) and affiliate marketing to boost revenue and user acquisition.
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