

Muhammad Farooq Javed

SEO Specialist · Content Strategist · Business Consultant

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PROFESSIONAL SUMMARY

Research-driven Content Writer and SEO Content Strategist with 7 years of experience delivering high-quality content for blogs, websites, landing pages, and business documentation. Strong expertise in SEO optimization (on-page, off-page, and technical), keyword research, and search-intent-focused writing. MBA (UK) qualified, with a proven track record of producing clear, persuasive, and research-backed content that improves visibility, engagement, and conversions, while contributing to \$50M+ in client funding outcomes.

CORE CAPABILITIES

SEO Strategy & Execution

On-Page SEO	Title and Meta optimization, heading architecture, schema markup, FAQ implementation
Technical SEO	Crawlability, indexation, Core Web Vitals, page speed, mobile usability
Off-Page SEO	White-hat link building, guest posting, niche edits, high-authority backlink acquisition
Topic Clusters	Pillar page strategy, content silo, topical authority development, search intent
SEO Audits	Full-site performance diagnostics, keyword gap, competitor benchmarking
Key Tools	SEMrush · Google Search Console · Screaming Frog · Rank Math · WordPress/Html

Content Strategy & Growth Systems

SEO Content	Search-intent, keyword mapping, SERP-led briefs, content optimization, Semantic SEO
AI Content	AI-assisted content production, editing, humanizing, and quality control of AI output.
Human Content	Long-form articles, service pages, landing pages, product descriptions — E-E-A-T compliant
Content Intel	Content gap analysis, competitor content benchmarking, KPI-driven content roadmaps

Business & Commercial Strategy

Business Plans	100+ investor-ready and SBA business plans and proposals; feasibility studies and financial forecasting
Market Research	Industry analysis, competitor intelligence, audience segmentation, customer insights
Go-to-Market	Launch strategy, marketing plan development, positioning, audience targeting

PROFESSIONAL EXPERIENCE

SEO Specialist & Content Strategy Consultant*Jan 2018 – Present***Value Business Solution — Remote****SEO Strategy & Technical Delivery**

- ✓ Develop and execute end-to-end SEO strategies aligned with client business and marketing objectives.
- ✓ Architect and implement topic cluster and content silo structures to build topical authority and keyword coverage
- ✓ Lead technical SEO initiatives: site structure, Crawlability, indexation, Core Web Vitals, and performance optimization.
- ✓ Conduct advanced keyword research, SERP analysis, and search intent modeling to inform content and strategy
- ✓ Execute off-page SEO strategies including high-quality backlink acquisition, outreach, and guest posting
- ✓ Deliver SEO audits and performance diagnostics, translating findings into prioritized, actionable roadmaps

Content Strategy & Production

- ✓ Design and manage content production systems, editorial workflows, and AI integration for scalable output
- ✓ Produce E-E-A-T-compliant content across blogs, service pages, landing pages, whitepapers, and product descriptions
- ✓ Develop content gap and competitor intelligence strategies to identify scalable growth opportunities.

Business Research & Commercial Strategy

- ✓ Authored 100+ investor-ready business plans, proposals, and strategic reports for US-based clients.
- ✓ Conducted market, audience, and competitor research to uncover growth opportunities and inform positioning.
- ✓ Supported product launches with FAQs, market analysis, audience segmentation, and go-to-market planning.
- ✓ Collaborated with stakeholders to integrate SEO performance within broader marketing and business strategy.

Business Manager*Jan 2013 – Nov 2017***Akbar Tube Industries**

- ✓ Managed end-to-end business operations including production planning, workforce management, and performance reporting
- ✓ Developed business strategies, expansion plans, feasibility studies, and financial models to support CAPEX decisions
- ✓ Led financial planning and resource allocation, strengthening operational control and cost efficiency
- ✓ Conducted market and competitor analysis to identify growth and investment opportunities

Account Officer*Jul 2009 – Apr 2011***Ali Akbar Group**

- ✓ Managed financial reporting and compliance for a PKR 250M agricultural loan project
- ✓ Coordinated with financial institutions on fund utilisation, disbursement tracking, and regulatory reporting
- ✓ Prepared strategic financial analyses to support executive decision-making and project governance

Master of Business Administration (MBA) · International Business & Marketing

University of East London, UK · Nov 2007 – Feb 2009

Bachelor of Commerce — B.Com (IT)

University of the Punjab, Pakistan · Sep 2001 – Aug 2003

KEY ACHIEVEMENTS & HIGHLIGHTS

- ✓ Contributed to \$50M+ in client funding outcomes through 100+ investor-ready business plans, proposals, and strategic reports.
- ✓ Built and managed full-cycle SEO programs for US-based clients across SaaS, e-commerce, and professional services — driving consistent organic growth.
- ✓ Developed scalable AI-assisted content workflows that increased editorial throughput while maintaining quality and E-E-A-T compliance standards.
- ✓ Designed topic cluster and content silo architectures that established clients as topical authorities in competitive search verticals.
- ✓ Delivered technical SEO overhauls improving Core Web Vitals scores, crawl efficiency, and indexation for client websites.
- ✓ Successfully managed operational and financial functions across manufacturing and financial sectors before transitioning to digital consulting.

LANGUAGES & AVAILABILITY

- ✓ **Languages:** English (Professional Proficiency) · Urdu