

**ALI HAIDER**

**Doha, Qatar | +97477959732 | +923085105198| malikalihyder@gmail.com | LinkedIn:  
<https://www.linkedin.com/in/malikhaidar>**

**Currently in Qatar with Valid QID and NOC – Available to Join Immediately**

## **Professional Summary**

Search Engine Optimization Expert with 8+ years of experience in digital marketing, on-page/off-page SEO, technical optimization, E Commerce SEO, SMO, PPC, and team leadership. Expertise in driving traffic, boosting conversions, and leading cross-functional teams.

**Also open to Admin, Assistant, Customer Service, Data entry operator, Account manager like role and IT Support roles in Qatar to secure immediate employment opportunities.**

## **Professional Experience**

E Commerce Specialist (Retail Market + Supermarket & Cafe Qatar) managing 4 branches and multiple stores along with multiple accounts especially Snoonu , Talabat, Rafeeq, Keeta, Deliveroo , Odo and more they sell all categories.

1 Sep 2025 to Present

### **Responsibilities**

- Managed end-to-end operations of multiple e-commerce stores, including product listings, stock management, inventory updates, and order fulfillment.
- Monitored online store performance, identified operational issues, and implemented quick resolutions to ensure seamless user experience.
- Coordinated with delivery drivers and riders to verify correct order assignment, optimized delivery modes (bike, car, or van) based on product type, and tracked shipments until successful delivery.
- Handled post-sale customer support, resolved order-related issues, processed cancellations or replacements, and maintained high customer satisfaction. ● Managed daily sales reporting, analyzed campaign performance, and provided actionable insights to improve ROI and conversion rates.
- Led digital marketing campaigns across platforms, including promotional activities, discount programs, and targeted advertising to boost online sales.
- Managed customer emails, messages calls, responded to inquiries, listened to complaints, and ensured timely communication to maintain brand reputation and trust. ● Provided SEO support for new website
- Collaborated with the admin and technical teams to provide backend support, troubleshoot e-commerce platform issues, and ensure system accuracy.

- Manage Social Channels and answer customer queries.
- Collaborate with Cross Functional teams (Managing Directors, Sales team, HR, Storekeeper, Finance, Graphic designer, Video Editor, Photographer, Web Developer , riders, drivers , delivery support team etc) to optimize workflow.
- Assisted in developing marketing and sales strategies, coordinated product visibility improvements, and optimized listings for higher ranking and traffic.
- Ensured smooth coordination between warehouse, logistics, and customer service departments for efficient order management.
- Tracked overall store performance metrics such as order accuracy, cancellation rate, delivery time, and customer satisfaction to identify process improvement areas.

### **SEO & Digital Marketing Specialist**

Freedom Path Financial, USA (Remote)

*Jan 2025 – August 31 2025*

- Executed SEO strategies to increase organic traffic and lead generation. ● Also doing web development, Graphic Designing and Content Creation. ● Monitored performance through Google Analytics, Search Console, and SEMrush.

### **Senior SEO Manager (E Commerce)**

YZEE Printers

*Sep 2021 – Oct 2024*

- Managed tech departments, handled payroll, hiring, and led teams across multiple projects and digital initiatives.
- Led keyword strategy, content campaigns, and website audits.
- Managed plugin purchases, domain/hosting upgrades, and data reports.

### **SEO Executive (E Commerce)**

Noah Technologies Pvt Ltd.

*Sep 2018 – Sep 2021*

- Focused on on-page optimization, backlinking, keyword research, competitor analysis, social media management, and content updates.

### **Computer Lab Operator & Instructor**

Noble Computers

*May 2017 – Sep 2018*

- Instructed students and handled admin operations.

## **Education & Certifications**

**BA(IT) – University of the Punjab**

**Diplomas & Certificates:**

- Digital Media Marketing – Nexskill (6 months)
- Search Engine Optimization – Ministry of IT & Telecom (3 months)
- Affiliate Marketing – Ministry of IT & Telecom (3 months)
- Virtual Assistant – Ministry of IT & Telecom (3 months)
- WordPress Development – Ministry of IT & Telecom (3 months)
- AdvanceE-Commerce Management – Nexskill (6 months)
- Advanced IT – PESDC (12 months)
- Project Management – Oxford Home Study Center (1 Month)
- LinkedIn Ads, Strategy & Creative Design – LinkedIn Marketing Labs (3 Certifications)
- Build a Business on YouTube – YouTube Creator Academy (2 months)

**Core Competencies & Technical Skills**

- **SEO Strategy & Execution:** On-page, Off-page, Technical SEO, Local SEO Optimization, E-commerce SEO (Shopify, Snoonu, Amazon, Daraz, WooCommerce, Custom Stores)
- **SEO Tools:** SEMrush, Ahrefs, Moz, Screaming Frog, Google Search Console ● **Analytics & Reporting:** Google Analytics, Data Reporting, Keyword Research, Competitor Analysis
- **Content & Marketing:** Content Strategy, Affiliate Marketing, Email Marketing (Mailchimp, Constant Contact)
- **Paid Campaigns:** Pay-per-Click (PPC), Facebook Business Manager, LinkedIn Ads
- **Web & CMS Platforms:** WordPress, Shopify, Custom CMS Solutions ● **Social Media Marketing:** Campaign Management, Optimization & Engagement ● **Design & Branding:** Canva (Visuals & Marketing Assets)
- **Leadership:** Team Management & Cross-functional Collaboration

**Campaigns Experience**

Qatar, UK, USA, Dubai, Sri Lanka, Pakistan Canada, Australia And Spain

**Additional Information**

- Languages: English (Fluent), Urdu (Native) Punjabi (Native) Hindi (Fluent) Arabic Beginner
- Open to SEO roles as well as Admin, Assistant, Customer Service, and IT Support positions in Qatar