

PRITHWI RAJ

SEO Specialist & Website Developer

I am an SEO Specialist focused on helping websites grow through effective keyword strategies, technical optimization, and high-quality content. I have practical experience in improving search rankings and driving organic traffic.



✉ prithwiraj094@gmail.com

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📍 Karachi Center Near Jail Chorangi Karachi, Karachi, Pakistan

🌐 prithwirajseo.me/

WORK EXPERIENCE

SEO Specialist & Team Lead TechStep Solutions

12/2025 - Present

Karachi

Achievements/Tasks

- Execute SEO strategies (on-page, off-page, technical)
- Perform keyword research and website optimization
- Manage WordPress (create pages, service pages)
- Improve website speed and performance
- Write SEO-friendly blog content for websites
- Design and review social media posts
- Plan social media content and growth strategies
- Analyze competitors and suggest new ideas
- Track performance via Google Analytics & Search Console
- Prepare **monthly SEO reports** for clients

SEO Executive (Remote Work) Unilakes

12/2023 - Present

Piccadilly WA 6430, Australia

Achievements/Tasks

- Develop and execute SEO strategies to improve website rankings and traffic.
- Optimize GMB profiles for local search visibility.
- Conduct keyword research, on-page, and off-page optimization.
- Manage social media campaigns to enhance brand presence.
- Monitor performance and refine strategies using analytics.
- Stay updated on SEO trends and best practices.

Junior SEO Executive & Web Developer Techlaa

09/2022 - 11/2023

EDUCATION

Bachelor in Information Technology Benazir Bhutto Shaheed University Lyari Karachi

01/2018 - 06/2022

Intermediate Pre-Engineering B.I.S.E Mirpurkhas

2015 - 2017

SKILLS

SEO

Link Building

Local SEO (GBP)

Youtube SEO

Blogging

Guest Post

WordPress Website Dev

Social Media Marketing

Graphic Design

ORM

Website Optimization

Content Writing

Blog Writing

Client Reporting

Web Design (Html ,CSS)

Microsoft Clarity

CERTIFICATES

Web Design

Wordpress Website Designer

Graphic Design

LANGUAGES

English

Professional Working Proficiency

Urdu

Full Professional Proficiency

Sindhi

Full Professional Proficiency

INTERESTS

Learning New Technologies

Digital Marketing

Blogging

Volunteer Work

Traveling