ALI HAIDER

SEO & Growth Marketer | AI Search (GEO/AEO), Paid Ads & Content Creation

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PROFESSIONAL SUMMARY

SEO and growth marketer with 8 years of experience driving organic and paid growth for brands in the US, UK, Nordics, and wider Europe. Specializes in technical and international SEO (hreflang, multilingual content for Swedish, Norwegian, Finnish, and Danish markets), AI search visibility (GEO/AEO), and conversion-focused content. Pairs hands-on execution with leadership experience, having managed a junior SEO team and reported directly to a CEO. Comfortable working asynchronously with distributed teams across US, European, and Nordic time zones.

CORE COMPETENCIES

- **SEO:** Technical SEO | International SEO (hreflang, multilingual) | Local SEO & Google Business Profile | On-Page & Off-Page | Keyword Research | Link Building & Digital PR | Schema Markup | Core Web Vitals | SEO Audits | On-site content
- **Web Content:** On-site content for ecommerce brands, websites, and paid ad copies
- **AI Search:** Generative Engine Optimization (GEO) | Answer Engine Optimization (AEO) | AI Overviews & LLM Visibility
- **Growth & Paid:** Google Ads (Search) | Meta Ads | Conversion Rate Optimization | Email Marketing | Community Marketing (Reddit, Facebook Groups) | Content Strategy & Calendars
- **Tools:** SEMrush | Ahrefs | Screaming Frog | GA4 | Looker Studio | Google Search Console | Bing Webmaster Tools | GoHighLevel | Meta Business Suite | Mailchimp
- **CMS & Creative:** WordPress | Shopify | Wix | Copywriting | Graphic Design | Video Editing | AI Visual Creation (Higgsfield)

REMOTE WORK EXPERIENCE

Independent SEO & Growth Consultant | Self-Employed, Remote 2018 – Present

Retained by startups, marketing agencies and established brands across the US, UK, Nordics, and Europe for SEO, content, paid search, and marketing automation.

Ad Astra Advisors | *SEO Specialist* *Aug 2024 – Oct 2026*

- Improved organic impressions by an average of 15% and raised CTR by an average of 2% by restructuring site architecture, remapping keywords to pages, and resolving indexing and performance issues surfaced in technical site audits.
- Built a long-term SEO roadmap and multi-channel content plan, producing blog and service-page copy matched to search intent and brand voice.
- Grew LinkedIn reach through a consistent content calendar and built brand trust through community engagement in relevant online communities.
- Aligned SEO with conversion goals by partnering with marketing and design teams on page structure, messaging, and calls to action.
- Tracked and reported performance using GA4, Google Search Console, Ahrefs, and SEMrush.

Invistic | ***International SEO Specialist, Nordic Markets*** ***Oct 2025 – Aug 2026***

- Increased keyword rankings and localized organic traffic by an average of 10% across Sweden, Norway, Finland, and Denmark by running market-specific keyword research and geo-targeted content strategies.
- Implemented hreflang and structured data across multilingual site versions to fix international targeting and strengthen search appearance.
- Strengthened domain authority in competitive Nordic markets by building region-specific backlink profiles.
- Raised localized CTR by analyzing per-locale performance for content gaps and working with translators and native copywriters to keep content accurate and culturally relevant.

RC Financial Group | ***SEO & Local Search Specialist*** ***Aug 2023 – Jun 2025***

- Increased service-page lead generation by 20% through conversion rate optimization: intent-matched copy, simplified forms, and clearer calls to action.
- Optimized all existing service pages and ran local SEO and Google Business Profile campaigns, including NAP citations and backlink building.
- Grew organic traffic by an average of 30% through full-site SEO optimization and a sustained SEO blog program.

Venice Cosmetic | ***Organic Growth Consultant*** ***15-month engagement***

- Grew daily organic impressions from 40–50 to 2,000+ in 15 months by building the content strategy from scratch and earning authority backlinks.

Additional Client Work | ***US, UK & European SMBs*** ***2018 – Present***

- Earned AI search visibility for Alcatraz.ai: Google's AI results recommend the brand for "facial authentication devices" following GEO/AEO content optimization.
- Ranked multiple client sites on Google page one for competitive, high-intent commercial keywords.
- Managed Google Business Profiles and service-page content for US local businesses in automotive and dental.
- Ran Meta Ads campaigns for small business clients [managing $5k monthly spend.
- Built backlinks through HARO and digital PR outreach, and ran community marketing across Reddit, Facebook Groups, and niche forums.
- Managed WordPress, Shopify, and Wix sites, covering performance optimization, security, and content updates.
- Designed Google Ads search campaign structure with 40+ keywords and 20+ responsive headlines per ad group.
- Rewrote meta titles and descriptions for 983 URLs identified through a Screaming Frog crawl, and extended keyword research across 25 service pages.
- Delivered a Google Business Profile optimization audit, GBP content library, and an 18-topic digital PR plan.

SEO Manager | ***Digitalogies*** ***Jan 2024 – Nov 2024***

- Led a team of 7 junior SEOs, assigning workstreams, running training, and reporting results directly to the CEO.
- Improved organic rankings across the client portfolio by directing keyword research, content optimization, and backlink acquisition.
- Standardized SEO audits and executed on-site and off-site fixes across client websites.

- Reported traffic, ranking, and conversion KPIs to leadership and clients.
- Oversaw social media content strategy and cross-platform scheduling to keep brand voice consistent.

SEO Lead | ***82 Solutions*** ***Mar 2023 – Nov 2023***

- Directed the SEO team on multi-channel strategies and integrated SEO into client development workflows alongside project managers.
- Managed SEO campaign budgets and ROI forecasting.
- Ran detailed audits, performance tracking, and client-facing reporting.
- Oversaw on-page SEO, editorial review, and internal linking operations.
- Supported client brand building by identifying media and publication opportunities for PR outreach.

EDUCATION

Bachelor of Commerce (B.Com) | UoK, 2023

CERTIFICATIONS

- **SEMrush**: SEO Toolkit | Local SEO | Backlink Management | Lead Generation with SEO | Outrank Your Competition in Local Search | Social Media Marketing
- **Google**: Fundamentals of Digital Marketing