# Shahzar Shuja

SEO & AI Search Growth Lead

shahzarshuja786@gmail.com +92 336 2261124 shahzar.me Karachi, Pakistan



## Profile

SEO and organic growth lead with 7+ years across e-commerce and SaaS, currently leading SEO and ASO for multi-region **DTC e-commerce brands and mobile apps** at Ideas Private Limited. Strongest in **technical SEO and site audits**, with advanced hands-on expertise in **WordPress and Shopify**. Focused on making brands discoverable, ranked and cited across **Google, AI search and app stores** through structured data, AEO, GEO and ASO. Track record includes **300% organic traffic growth**, a **60% lift in visitor-to-signup conversion** and **550 new customers in one year**. Uses Claude to automate repetitive work, freeing time for strategy.

## Experience

### SEO Manager Ideas Private Limited

Jan 2025 to present

- Lead SEO strategy for DTC e-commerce brands across multiple regions plus a service-based website, driving organic visibility and revenue.
- Manage App Store Optimization (ASO) for the Ideas, Ideas Cafe and Jabchaho mobile apps to grow store visibility and installs.
- Run technical SEO audits, keyword research and on-page content optimization to improve rankings and conversions.
- Partner with developers, content and marketing teams to fix technical issues and improve search-to-site experience.
- Execute link-building and off-page strategies while tracking organic traffic, rankings, conversions and revenue.

### Assistant Marketing Manager Social Champ

Sep 2023 to Dec 2024

- Set marketing strategy and OKRs, managing campaigns and budget across channels; reported performance to optimize ROI.
- Ran A/B tests for CRO to lift engagement and conversions, and built content strategy with SEO to grow organic reach.
- Directed customer acquisition and retention strategy using customer data analysis.

### SEO Lead Gaditek

2023

- Led SEO across on-page optimization, off-page strategy and content production.
- Managed keyword targeting, metadata and content optimization, and ran off-page link building.
- Managed content production from keyword research and briefs through to published, search-optimized pages.

### SEO Specialist Social Champ

2021 to 2023

- Developed SEO strategy from performance data; led keyword research, competitor analysis and mobile/desktop optimization.
- Built high-quality backlinks through outreach and strategic partnerships.

**SEO & WordPress Developer** Freelance 2018 to 2021

- Implemented SEO strategies that increased organic traffic by 60% for client sites; diagnosed and fixed technical SEO issues.
- Developed custom WordPress themes and plugins, and migrated sites to WordPress with better speed and UX.

## Key results

**150%** traffic growth from launching a multilingual website

**188%** growth and 107 leads from one Black Friday campaign

**30%** longer sessions and 30% higher customer lifetime value

**35%** Pinterest and 31% Instagram engagement growth

## Skills

| | |
|---|---|
| **Technical SEO** | Site audits, keyword research, on-page and off-page SEO, link building, content strategy, CRO and A/B testing |
| **AI search & ASO** | Structured data (Schema.org JSON-LD), AEO, GEO, Google AI Overviews, ChatGPT, Perplexity, llms.txt, App Store Optimization |
| **Platforms** | WordPress and Shopify (advanced), WooCommerce, Webflow, HTML/CSS, Claude for workflow automation |
| **Tools** | Ahrefs, Semrush, Screaming Frog, Search Console, Google Analytics, GTM, Mixpanel, Google Ads, Clarity |

## Certifications

SEO, HubSpot
SEO, UC Davis
Advanced Google Analytics
Google Tag Manager
Semrush SEO Toolkit
Front End Developer, Meta
Ecommerce Store, Shopify
Prompt Engineering, Vanderbilt
Content & Email Marketing

## Recognition

Star Performer, Q1 and Q4 2022
Social Champ

Invited Guest Speaker
ILMA University

Selected attendee
P@SHA ICT Awards, Disrupt+92, Slush'D, ICTN Asia

## Education

Graduation University of Karachi

Intermediate SRE Majeed Govt College

Matriculation The Crescent Academy

## Languages

English, Urdu