

RAFEY REHMAN

SEO Content Writer & On-Page SEO

✉ rafeyrehman151@gmailcom

☎ +923038097657

🌐 [Linkedin Profile](#)

📍 Madina Town, Faisalabad

PERSONAL SUMMARY:

Results-driven SEO Content Writer and On-Page SEO Specialist with 2+ years of experience creating SEO-optimized content that improves search rankings and drives organic traffic. Skilled in keyword research, content optimization, meta tags, internal linking, and on-page SEO strategies. Passionate about delivering high-quality content that enhances user engagement and supports business growth.

PROFESSIONAL SKILLS:

- SEO Content Writing
- Keyword Research
- Meta Titles & Meta Descriptions
- Search Intent Analysis
- On-Page SEO Optimization
- Content Strategy & Planning
- Internal Linking
- Competitor Analysis

TOOLS & TECHNOLOGIES

- Semrush
- Rank Math
- Moz Bar
- Google Search Console
- WordPress
- Chatgpt
- SEO Detailed Extension
- AI & plagiarism checker
- Google Analytics
- Rank Math SEO

WORK EXPERIENCE

DevPumas December 2024 – Present

SEO Content Writer & On-Page SEO Specialist

Created SEO-optimized content and implemented on-page SEO strategies to improve search rankings and organic traffic. Managed content across WordPress and Next.js websites while tracking performance with Google Search Console and Google Analytics.

Thrift Shoes PK Oct 2025 – Present

Digital Marketing Manager (Self-Managed Business)

Manage an online shoe store by executing digital marketing strategies, including Instagram marketing and Meta ads. Create engaging content, drive sales, and handle customer communication to grow the brand.

Packaging Bee (Remote) Jan 2026 – May 2026

Sales Development Representative (SDR) & Content Writer

Generated qualified leads through outbound outreach and market research while supporting the sales pipeline. Created SEO-friendly content and collaborated with marketing and sales teams to drive engagement and business growth.

RECENT PROJECTS:

- [DevPumas](#)
- [Gameloop.info](#)
- [Originalwrite](#)
- [Posterpet](#)
- [Investopedia.info](#)

EDUCATION:

Bachelor of Business Administration 2025-2029 - Allama Iqbal Open University (AIOU)

LANGUAGES:

ENGLISH

URDU

PUNJABI