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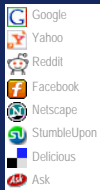
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## Muhammad Ali Nasir

### Objective

Experienced Search Engine Marketing Analyst seeks challenging position in progressive and dynamic organization, to enhance my professional skills by implementing successful search engine optimization strategies in order to increase company revenue in short period of time.

### Experience

June 2008 – Date

GlobalMarketingAgency. ([www.GlobalMarketingAgency.Com](http://www.GlobalMarketingAgency.Com))

SEO/SEM Manager

Global Marketing Agency is newly established SEO Company based in London. I joined this company in June to lead the exiting SEO team. I am responsible for the deployment and management of highly technical search engine optimization projects. Key attributes of the job are as follows.

- Leading SEO team.
- On page & Off Page Optimization.
- Keywords and Competitor Analysis.
- Produce a tailored marketing strategy, generating reports and feedback.

### Major Acheivements

In Progress - Will Update Soon

Feb 2007 – May 2008

*TheOnlineTicketShop.Com*

Search Engine Optimization/Marketing Analyst

*TheOnlineTicketShop* is partially owned by major international sporting event company, who has over 25 year experience in obtaining the best seating at popular and sold-out event tickets. Organic search is playing a major role in their revenue generation. I am optimizing the web application in order to increase the sales. My main responsibilities are as follows.

- Optimizing web contents.
- Search engines and popular directory submissions.
- Improving link popularity and analysing keyword density on daily bases.
- Tracking return on investment on daily bases to improve ranking through organic search.

### Major Acheivements

Improved Page Rank

Coming on first page of Google for most of the keywords

Increased In bound links

Implemented satellite website

Created social network of blogs

300% Increase in sales

Oct 2006 – Jan 2007

*TheOnlineTicketShop.Com*

Web Developer (Full-Time)

TheOnlineTicketShop is a prestigious online ticket exchange platform for concerts, theatres and music events all over the UK and worldwide. Their automated online application integrated with secure payment system and FedEx API's in order to reliable payment processing and in time delivery of tickets. My responsibility as an application developer was development, design, deployment of new modules & system intergeration.

- Design, development and deployment of modules.
- Integeration with Payment gatways, delivery company API's.
- Managing bulk emails and bulk fax using their applications.
- Responsible for TradeAndBid and sister companies in absence of project manager.

**Major Acheivements**

Successful Design, Development and Deployment  
 Developed using SEO techniques  
 Stability on highly load  
 Effective performance  
 Less download time  
 Integration with multiple payment gateways  
 Website coded according to the industry standards  
 Compliant with W3C

Feb 2006 – Sep 2006

TradeAndBid Ltd. ([www.tradeandbid.com](http://www.tradeandbid.com))

Web Developer (Part-Time)

TradeAndBid is a prestigious online ticket exchange platform for concerts, theatres and music events all over the UK and worldwide. Their automated online application integrated with secure payment system and FedEx API's in order to reliable payment processing and in time delivery of tickets. My responsibility as an application developer was development, design, deployment of new modules & system intergeration.

- Design, development and deployment of modules.
- Integeration with Payment gatways, delivery company API's.
- Managing bulk emails and bulk fax using their applications.
- Responsible for TradeAndBid and sister companies in absence of project manager.

**Major Acheivements**

Structured Modules Development.  
 Developed High quality website in terms of load.  
 Meeting project deadlines.  
 Easy to enhance and maintain.  
 Extended through the existing website.

Oct 2005

University of East London

Tutor (Oct, 2005)

Conduct tutorial for undergraduate students on Information Technology course (Computer/Network Security)

15, Nov 2005

**Cambridge University**

Training Seminar "Prêt a Voter: Practical, Voter-verifiable Elections" by *Ryan Peter* [University of Newcastle]

**Technical Skills**

PHP & Apache with MySQL, URL Rewriting, Payment Gateways Integration,  
 ASP & IIS with SQL Server, XML  
 In Depth knowledge of HTML, JavaScript & CSS  
 Google Adwords campaign management  
 Analysis/Optimization e-commerce web-based applications

**Education**

MSc Internet Engineering

University of East London, London, UK

2003-2005

Master of Computer Science

Punjab Institute of Computer Science, Lahore	2001-2002
Bachelor of Computer Sciences	
University of the Punjab, Lahore, Pakistan	1997-2000
Fsc (Pre-Engineering)	
DPS School & Inter College, Lahore, Pakistan	1995-1996

### Memberships/Certification

Member

**Institute of Electrical & Electronics Engineers (IEEE)** Member Number: 80666301

Professional Member (MBCS)

**British Computer Society** Membership Number: 010065837

Microsoft Certified Professional (MCP) Microsoft/ Orbit Institute Certification No: 1045142

### Research Papers

M Ali Nasir (2004), "*Legal Issues Involved in E-Commerce*", Ubiquity, Volume 4, Issue 49, February 11 - 17, 2004

[http://www.acm.org/ubiquity/views/v4i49\\_nasir.html](http://www.acm.org/ubiquity/views/v4i49_nasir.html)

M Ali Nasir (2005), "*Wireless Security Dilemma*"

[www.alinasir.com/papers/wirelesssecuritydilemma.pdf](http://www.alinasir.com/papers/wirelesssecuritydilemma.pdf)

M Ali Nasir (2007), "*Sourcing for Outsourcing*"

(Publishing in progress)

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