

Waqar Hashmi

Technical SEO, GEO & AEO Specialist

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PROFILE SUMMARY

SEO professional working across Technical SEO, Programmatic SEO, Generative Engine Optimization (GEO) and Answer Engine Optimization (AEO). Professional roles since December 2023 include technical audits, on-page and off-page SEO, structured data, topical architecture, reporting and collaboration with development teams. Independent work includes building LocalBizzInfo in Laravel and using carefully reviewed AI-assisted workflows for implementation and QA. Project experience spans Pakistani, US-focused and Australian websites where supported by the professional record.

SKILLS

Technical SEO

On-Page SEO

Off-Page SEO

Programmatic SEO

Generative Engine Optimization (GEO)

Answer Engine Optimization (AEO)

Semantic SEO

E-E-A-T & Content Architecture

Schema Markup (JSON-LD)

AI Search Visibility

Content Strategy

Google Search Console

Google Analytics (GA4)

Link Building

Local SEO

Laravel / PHP

QA Automation

EXPERIENCE

GEO & Programmatic SEO Specialist	Mammoth-AI	Apr 2026 — Present
- Conduct technical SEO audits and develop GEO/AEO strategy for Pakistani and US-facing projects. - Build pillar-cluster frameworks, topical maps and structured-data recommendations. - Plan scalable location and category architectures and collaborate on routing, redirects and site structure. - Support TestMax through technical SEO, content architecture and AI-search visibility work.		
SEO Executive	Quality Resource (Pvt) Ltd	Apr 2025 — Apr 2026
- Delivered keyword research, on-page optimization, technical review and content strategy. - Supported off-page SEO, link building, competitor analysis and SEO audits. - Monitored performance using Google Analytics and Search Console and prepared progress reports. - Associated directory projects: CityLocal101 and CityLocalPro.		
SEO Executive	Adex360	Dec 2024 — Mar 2025
- Developed audience-focused blog, article and infographic content. - Researched competitor advertising and backlink profiles and supported guest-post placement. - Built link-outreach lists and analyzed website data to guide content decisions. - Agency projects included Saeed Ghani, WeWear, Nishat and Generation.		
SEO Link Builder	Intellectual Works	Dec 2023 — Dec 2024
- Performed keyword discovery, competitor research and on-page/off-page SEO support. - Worked with developers to apply SEO practices to newly developed code. - Supported analytics, reporting and content for Pass4Success, P2PEXams and CertsHero.		
Internship (formal title to confirm)	WBM	Dates to confirm
- Owner-confirmed internship associated with WBM.pk and Himalayan Chef. - Exact dates and individual project responsibilities remain intentionally unstated.		

■ FEATURED PROJECTS

TestMax AI Search Support

Mammoth-AI

2026

- Technical SEO, GEO/AEO and content-architecture support for an AI-native software-testing platform.
- Owner-approved evidence documents AI-search observations, GA4 activity and one Google AI Overview citation capture; no unsupported improvement or conversion claim is made.

LocalBizzInfo Laravel Platform

Independent

2026

- Built a Laravel platform combining articles, authors, business listings, calculators and programmatic state/city architecture.
- Implemented canonical, sitemap, schema, internal-linking and regression-testing foundations.

SEO Audit & Strategy Engagements

TKO Products / PITCO

2026

- Assessed technical SEO, crawlability, page architecture, keywords, E-E-A-T and GEO/AEO readiness.
- Produced prioritized 90-day recommendations; proposed work is not represented as implemented or measured growth.

EDUCATION

BS Computer Science	The Islamia University of Bahawalpur	2014 — 2018
ICS	BISE Bahawalpur	2011 — 2014
Matriculation	BISE Bahawalpur	2009 — 2011

CERTIFICATE

Digital Marketing — NFTP / University of Education, Lahore

Content marketing and advertising, Technical SEO, backlinks, metadata and URL optimization, Google Search Console, Google Analytics and web-performance fundamentals.

COMPETENCIES

SEO Audit	Internal / External Linking	Screaming Frog	Ahrefs	SEMrush	Moz	Keyword Planner
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AI-Assisted Development