



# Filza Taj

On & Off-Page SEO Specialist, Digital Marketer, MPhil HR

Results-driven SEO Specialist and Content Strategist with over 5 years of experience helping businesses across 30+ countries improve their search engine visibility, generate leads, and build strong digital brands. Skilled in on-page SEO, off-page SEO, link building, and content marketing, with a proven track record of delivering measurable growth through high-quality backlinks, keyword optimization, and strategic campaigns. Founder of Stay Digital Marketers, providing customized SEO and content solutions for clients worldwide.



staydigitalwithfilza@gmail.com



+92 321 4593900



Lahore, Pakistan



staydigitalmarketers.com/



linkedin.com/in/filzataj-seo-link-building-specialist



instagram.com/staydigitalwithfilza

## SKILLS

On-Page SEO

Off-Page SEO

Answer Engine Optimization (AEO) & Featured Snippets

Keyword Research & Semantic Clustering

Link Building & Press Release Distribution

Ahrefs, SEMrush, Moz, Ubersuggest

## LANGUAGES

English

Native or Bilingual Proficiency

## WORK EXPERIENCE

### Founder -- SEO & Digital Marketing Company Stay Digital Marketers

04/2025 - Present

*Achievements/Tasks*

- Found a digital marketing agency specializing in SEO, link building, guest posting, PR distribution, content marketing, design and development.
- Manage a growing international client portfolio while collaborating with agencies through white-label partnerships.
- Lead remote teams in delivering data-driven website optimization campaigns that boost search visibility and strengthen brand authority.
- Apply advanced SEO methods ( AEO, GEO, NLP-driven content ) to align with the latest search engine trends.

### Freelance SEO Specialist (Self-Employed) Fiverr, LinkedIn

06/2020 - Present

*Achievements/Tasks*

- Delivered SEO, link-building, and content optimization services to global clients across the US, UK, Canada, Australia, UAE, and 20+ other countries via leading freelancing platforms.
- Specialized in guest posting, digital PR, and white-hat link-building campaigns aligned with Google's E-E-A-T guidelines.
- Improved organic traffic, SERP visibility, and domain authority through strategic on-page and off-page optimization.
- Applied advanced techniques including semantic keyword clustering, NLP-driven content optimization, Core Web Vitals improvements, and entity-based SEO.
- Proficient in SEO tools such as Ahrefs, SEMrush, Moz, Google Search Console, and Yoast SEO for auditing, keyword research, and performance tracking.

## NOTABLE PROJECTS

### International SEO Collaborations

*Achievements/Tasks*

- Global Sources (E-commerce): Increased organic traffic by 120% within 6 months through targeted link-building and content optimization, boosting overall search visibility.
- ZilMoney (Finance): Improved keyword rankings by moving 10+ high-volume finance terms into the Top 5 SERP results , strengthening authority in a competitive niche.
- SSMarket.net: Secured 100+ high-quality backlinks (DA/DR 70+) through guest posting and digital PR, driving 50+ placements , increased referral traffic, and stronger brand authority.
- YourLiveHub.com – Developed and launched a blog-post website , managing end-to-end setup, design, and content structure
- SEO Experiments – Conducted independent tests with AEO, schema markup, and NLP-driven content to align with evolving algorithms.

## EDUCATION

### Kinnaird College for Women, Lahore

*Degrees*

- M Phil (Human Resource) -- 2016 - 2019
- BS Honors (Computer Science) -- 2012- 2016