

Amna Khan

Technical SEO & GEO Specialist | Frontend Developer

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PROFILE

Technical SEO and GEO specialist with 4+ years of SEO experience and a Computer Science degree, who builds the websites she optimizes. I have owned organic growth for one of Qatar's largest classifieds marketplaces and for ~20 client websites at a Bahrain software house. I write and read HTML/CSS/JS, ship WordPress and Shopify builds myself, and set up GA4 and GTM measurement end to end. I use AI daily to automate the repetitive parts of SEO (audits, keyword research, competitor tracking and reporting) so my time goes into strategy and experiments. My current focus is AEO/GEO: structuring content and entities so AI answer engines find and cite a brand, alongside classic Google rankings.

CORE SKILLS

- **GEO / AEO:** content and entity structuring for AI answer engines, E-E-A-T content, topical authority, schema markup
- **Technical SEO:** crawlability, site architecture, indexation, Core Web Vitals, large and frequently changing URL bases, audits with Screaming Frog
- **SEO strategy:** keyword research, on-page optimization, content roadmaps, local SEO, e-commerce and marketplace SEO, CRO
- **Frontend:** HTML, CSS, JavaScript, WordPress (Kadence), Shopify; builds landing pages and full sites independently
- **Measurement:** GA4 properties built from scratch, hands-on GTM tagging, Google Ads and Meta conversion tracking, reconciling conversions against CRM and database records
- **AI automation & data:** AI-driven workflows with Claude and ChatGPT for SEO audits, keyword clustering, competitor monitoring, content briefs and automated reporting; GoHighLevel workflows (missed-call text-back, lead nurture, booking, review requests); SQL, Python
- **Leadership:** led SEO teams of 3–15, project management, cross-functional work with developers and marketing

EXPERIENCE

Digital Marketing Specialist

Aug 2024 – Present

Spark & Wire Management Consultancy, Muharraq, Bahrain (on-site)

- Own SEO and digital marketing strategy for a software house's client portfolio, across ~20 WordPress and CRM client accounts.
- Built AI-assisted workflows that replace manual pulls from GSC, GA4 and SEO tools: recurring audits, keyword research, competitor tracking and client reporting now run largely automatically across the client portfolio.
- Build client websites alongside the SEO work, so technical fixes ship directly rather than as handoff tickets.
- Own GA4 measurement for ~10 client websites; set up Google Ads and Meta conversion tracking and reconcile reported conversions against CRM records and form-submission databases.
- Lead keyword research, on-page optimization and content planning, turning audits into prioritized roadmaps that deliver ranking gains in 3–6 month cycles.

Digital Marketing Specialist (SEO Lead)

Aug 2022 – Jun 2024

Mzad Qatar, Doha, Qatar (on-site)

- Led SEO for one of Qatar's largest multi-category classifieds marketplaces: vehicles, real estate, electronics, jobs and more.
- Directed technical SEO, keyword research and on-page optimization across a large, constantly changing URL base.
- Managed and mentored a team of 10–15, planning and executing the SEO roadmap end to end.

Freelance Frontend Developer & SEO Consultant

2022 – Present

Remote, international clients

- Build and optimize WordPress and Shopify sites for e-commerce, local-service and corporate clients.
- Full site build for Della.hu, a Hungarian client.
- Local SEO plus GoHighLevel automation for dental, salon/spa, contractor and real-estate businesses: landing pages tied to lead-capture, booking and review-request workflows.

SEO Consultant (part-time)

Oct 2020 – Dec 2021

Coutures, Faisalabad, Pakistan (hybrid)

- Ran SEO and social media for an e-commerce fashion brand, establishing its technical and on-page SEO foundations.

SELECTED PROJECTS

- **amnakhn.me** — designed, built and optimized my own portfolio on WordPress (Kadence, Rank Math, LiteSpeed Cache), structured for both Google and AI search, with published SEO case studies and automation + local SEO case studies.

- **Della.hu** — end-to-end website build for a Hungarian client.
- **Local-business growth systems** — four niche case studies (dental, salon/spa, contractors, real estate) pairing local-SEO landing pages with automated lead and review workflows.

EDUCATION

B.Sc. Computer Science — COMSATS University Islamabad, Abbottabad Campus, Pakistan — 2022
Currently studying international e-commerce.

LANGUAGES

English (fluent) · Urdu (native) · German (A2 in progress)

TOOLS

Google Search Console, GA4, Google Tag Manager, Ahrefs, Semrush, Screaming Frog, Moz, SpyFu, Woorank, KWFinder, Ubersuggest, Wordtracker, Rank Math, WordPress, Shopify, GoHighLevel, Claude, ChatGPT, SQL, Python