

SHEHROZE & CO.

PORTFOLIO 2026

GHAZI SHEHROZE

SEO Specialist & Digital Marketer

Six years of turning search data into rankings, traffic, and revenue for SaaS products and global brands.

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Based In Lahore, Pakistan

6+

YEARS
EXPERIENCE

5

COMPANIES

10+

PRODUCTS
RANKED

01 Profile

Six years inside the engine room of SEO — from writing content that had to rank to *leading full-stack strategy* for international SaaS products.

I'm Ghazi Shehroze, an SEO Specialist and Digital Marketer with 6+ years of experience scaling businesses through data-backed strategy. My work spans technical SEO audits, content planning, multilingual search, and cross-functional team leadership — turning organic visibility into real, measurable business growth. I currently lead SEO strategy at Butter POS Apps Inc., after building and running SEO for products across five companies, including tools used in English, Spanish, and Portuguese-speaking markets.

02 Core Expertise

Technical SEO

On-Page SEO

Link Building

Content Strategy

Content Management

Multilingual & International SEO

Guerrilla Marketing

Community Seeding

CRO & UI/UX Optimization

Analytics & Reporting

Cross-Functional Team Leadership

03 Education & Languages

Bachelor of Computer Sciences

University of Central Punjab, Lahore, Pakistan — 2018–2022

English



Urdu



04 Experience

OCT 2024
— PRESENT

SEO Manager

Butter POS Apps Inc.

- Lead cross-functional teams of developers, designers, SEOs, and writers to execute full-stack SEO strategy for Butterpos.com.
- Manage technical audits, content planning, guerrilla marketing, and cold lead outreach to boost organic visibility and conversions.
- Improve UI/UX and CRO based on analytics and behavioral data, generating high-quality international B2B leads.

FEB 2024
— SEP 2024

Product Manager

Softrix Technologies

- Led end-to-end SEO for Dnschecker.org, Spin-the-wheel.net, and Trackmypackage.net — keyword research through on-page execution.
- Managed localization and multilingual SEO to secure rankings in non-English markets.
- Supervised the link-building team to grow domain authority across the portfolio.

JAN 2023
— JAN 2024

Product Manager

ASK SEO

- Owned full-cycle SEO for multilingual tools: Parafrasear.org, Parafrasear.ai, and Reescribirtextos.com.
- Localized and ranked websites in Spanish, Portuguese, and other non-English markets.
- Led backlink outreach to build domain authority and global visibility.

JAN 2021
— DEC 2022

Product Manager

Enzipte

- Grew through three roles, leading SEO and product strategy for Paraphraser.io, PlagiarismRemover.net, and Grammarcheck.ai.
- Managed end-to-end SEO — keyword strategy, localization, and on-page optimization — for global reach.
- Led off-page teams to build high-authority backlink profiles.

APR 2020
— DEC 2020

Content Writer / Backlinking Expert

SEO Lab

- Wrote SEO-optimized blogs, product descriptions, and web copy for affiliate sites in tech and hunting-gadget niches.
- Created high-conversion, buyer-intent content and supported backlink building to improve domain authority and rankings.

05 Featured Work

Butterpos.com

Current — SEO Manager

A B2B point-of-sale SaaS platform. I run full-stack SEO — technical audits, content strategy, and CRO — while leading a cross-functional team of developers, designers, SEOs, and writers to generate qualified international leads.

Technical SEO

CRO

Team Leadership

B2B Lead Generation

Dnschecker.org · Spin-the-wheel.net · Trackmypackage.net

Softrix Technologies

Three high-traffic utility products under one portfolio. I directed keyword strategy, on-page optimization, and multilingual localization, while supervising the link-building team responsible for domain authority across all three.

Keyword Strategy

Multilingual SEO

Link Building

Parafrasear.org · Parafrasear.ai · Reescribirtextos.com

ASK SEO

A suite of Spanish-language paraphrasing tools. I owned SEO end-to-end and localized content for Spanish and Portuguese-speaking markets — ranking websites in languages I don't speak fluently, using data instead of guesswork.

International SEO

Localization

Backlink Outreach

Paraphraser.io · PlagiarismRemover.net · Grammarcheck.ai

Enzipe

A portfolio of AI-writing-assistant tools. I managed end-to-end SEO and content quality assurance across all three, and led off-page teams building the backlink profiles that sustained long-term ranking growth.

Content QA

Off-Page SEO

Product Strategy

LET'S WORK TOGETHER

Ready To Turn Your Search Traffic Into Real Business Growth?

Whether you need a single service or a full-stack SEO and marketing strategy – I'm ready to listen, plan, and build something that actually ranks.

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