

## OBJECTIVE

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Results-driven, creative and analytical SEO specialist with 3+ years' experience with a proven track record of optimizing website content and driving organic traffic. Skilled in developing content strategies, conducting keyword research, and utilizing data to make data-driven decisions. Proficient in using various SEO tools and staying up-to-date on the latest industry trends and algorithm updates.

## EDUCATION

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**Bachelor of mechanical Engineering (major in Automotive) | University of Shahid Rajai (srutu), Tehran, Iran, 2016-2020.**

## SKILLS

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- **Web Design**
  - broad knowledge of HTML, CSS, and JavaScript. Implement HTML and CSS to creating initial layout, considering responsive web design scenarios. Skilled in front-end developing (deep knowledge in react, typescript and nextjs).
- **SEO Tools**
  - Experienced in working with search engine optimization tools such as: KWfinder, Semrush Keyword Magic Tool, keyword tool & planner, search console, google analytics, google tag manager, semrush, ahrefs, rankfind, google trends, gtmetrix, moz pro, google page speed, similar web, screaming frog and ...
  - Familiar with google ads and google data studio.
- **WordPress**
  - Experienced working with different CMSs such as WordPress. Customizing WordPress themes, strong knowledge in WordPress plugins and overall applying changes due to circumstance.
- **Keyword research and content strategy**
  - I am skilled in conducting comprehensive keyword research to identify high-volume, low-competition keywords that align with business goals and target audiences. I develop effective content strategies that integrate targeted keywords, resulting in improved search engine rankings, increased website traffic, and higher conversion rates.
- **Technical-SEO**
  - I have expertise in technical SEO and can implement site architecture improvements, schema markup, and other technical optimizations to improve website performance and search engine rankings. I have experience working with web developers to implement technical fixes, and I can communicate technical concepts effectively to non-technical stakeholders.

- **On-page SEO**
  - I am proficient in optimizing website content for search engines, including meta tags, headers, internal linking, and other on-page elements. I also can optimize website elements to improve click-through rates, time on site, and other important metrics.
- **Comprehensive website auditing**
  - I possess a deep understanding of technical SEO and can conduct thorough website audits to identify technical issues that can negatively impact website performance, including broken links, slow page load speed, incorrect use of meta tags, and duplicate content. I use various SEO tools and techniques to diagnose issues and provide recommendations for fixes.
- **Off-page optimization**
  - I am experienced in developing and executing effective off-page optimization strategies, including link building, influencer outreach, and local search optimization. I use various techniques to build high-quality backlinks that improve domain authority and search engine rankings.

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## WORKING EXPERIENCE

- **FXlionacademy (January 2021-2022 / London)**
  - Type: Forex education.
  - **Description:** Designed a fully responsive website and developed and implemented successful SEO strategies that resulted in a 30% increase in website traffic and a 20% increase in organic search engine rankings. conducted in-depth website audits and identified technical issues that were negatively impacting website performance. Implemented technical fixes, resulting in a 20% increase in website load speed. Also, conducted comprehensive keyword research and developed an effective content strategy that resulted in a 20% increase in organic search traffic for targeted keywords.
- **SimadentClinic (August 2021-2023 / Remote)**
  - Type: dental clinic.
  - **Description:** Managed off-page optimization efforts, including link-building and local search optimization, resulting in a 15% increase in domain authority and a 25% increase in local search visibility. Provided regular reports to clients, including data analysis and performance tracking, and made data-driven recommendations for ongoing SEO improvements.
- **Tetherland (December 2019-2021 / Remote)**
  - Type: crypto.
  - **Description:** Developed and executed successful SEO strategies for a diverse range of clients, resulting in an average increase of 40% in organic search traffic and a 30% increase in conversion rates. Led a team of three SEO specialists, providing mentorship, training, and guidance on best practices and industry trends.
- **Etc.**

