

## SUMMARY

SEO Specialist with 7+ years of experience improving search visibility, optimizing site structure, and delivering data-driven growth. Skilled in technical SEO, content strategy, link building, and web development (HTML, CSS, JS, WordPress).

## CERTIFICATIONS

- Fundamentals of Digital Marketing
- SEO Certification
- Google Analytics 4
- AI-Powered Performance Ads Certification
- JavaScript Algorithms and Data Structures
- Frontend Engineer Certificate
- Responsive Web Design Certificate

## SKILLS

- Project Management
- Data Analysis & Reporting
- SEO Tools Proficiency
  - Semrush, Ahrefs, Agency Analytics
  - Google Keyword planner tool
  - Google Search Console & G4A
  - Google Tag manager, Google Cloud API Services
  - Go high Level, Screaming frog
- Wordpress development
- HTML, CSS, JavaScript
- Communication & Collaborative skills
- Problem-Solving Skills
- AI automation strategy

## EDUCATION

Alison  
Diploma in Project Management | 2025

Litshovhu Secondary School  
Grade 12 | 2011

## REFERENCE

Ruchi Bisht | SEO Manager @ Goodman Creatives  
Contact: Ruchi@goodmancreatives.com

## PROFESSIONAL EXPERIENCE

### Website Technology Specialist (SEO)

Goodman Creatives | July 2024 - Present | California, USA - Remote

- Lead SEO strategy implementation, covering technical SEO, on-page optimization, content planning, and performance tracking.
- Architect SEO-friendly website structures, including URL hierarchy, internal linking frameworks, and site navigation for optimal crawlability and UX.
- Conduct keyword research and develop content strategies aligned with growth goals.
- Use GA4, Search Console, heatmaps, and analytics tools to provide insights and optimize conversions.
- Create SEO performance dashboards and deliver client-ready reports with actionable recommendations.

### Tcubed Digital Marketing

Senior SEO Specialist. | Dec 2022 - May 2024 | Johannesburg

- Directed comprehensive on-page and off-page SEO strategies to improve search visibility and organic rankings.
- Implemented structured data, metadata optimization, and technical enhancements.
- Performed technical site audits and collaborated with developers to resolve issues.
- Developed SEO-optimized content strategies aligned
- Improved site structure, internal linking, and crawlability for high-priority pages.

Web dev & SEO Specialist. | Aug 2019 - Nov 2022 | Johannesburg

- Developed responsive websites using HTML, CSS, JavaScript, WordPress, Shopify, and Squarespace.
- Executed on-page and off-page SEO strategies, including content optimization, backlink outreach, and keyword mapping.
- Conducted technical SEO audits and improved site speed, URL structure, and mobile responsiveness.

### Web Developer

Liz Digital Printing & Signage | 2018 June - 2019 May | Polokwane, ZA

- Developed and maintained client websites using HTML, CSS, JavaScript, and WordPress CMS.
- Implemented SEO improvements and optimized site structure for better search performance.
- Followed OWASP guidelines for secure development.
- Contributed to government-funded projects evaluated by SEDA.