

## HEINRICH

### SEO Specialist & Website Manager

#### PROFESSIONAL SUMMARY

Highly experienced Digital Specialist with over 5 years of dedication to SEO, Google Ads management, and website optimization. Proven track record in managing complex site migrations, organic backlink outreach, and high-budget paid media campaigns across the Finance and E-commerce sectors. Combines technical proficiency in WordPress and Webflow with a background in engineering draughting, ensuring high attention to detail and a solution-oriented approach to digital growth.

#### KEY SKILLS

##### Search Engine Optimization

- On-page/Off-page Optimization
- Technical SEO & Site Audits
- Keyword Research & SERP Analysis
- Link Building & Outreach Campaigns

##### Paid Media & Analytics

- Google Ads (Search, Display, Shopping)
- Facebook & Instagram Ads
- Google Tag Manager & GA4 Setup
- Conversion Rate Optimization (CRO)

#### PROFESSIONAL EXPERIENCE

##### SEO & Website Manager

*International AdTech Software Company*

*2022 - Present*

- Managing full migration from WordPress to Webflow (Main site) and WordPress (Blog).
- Conducting comprehensive On-Page SEO checks, internal linking campaigns, and article audits.
- Performing competitor audits and SERP analysis to guide the content strategy team.
- Setting up Google Tag Manager (Tags/Triggers) and GA4 event tracking.
- Executing organic backlink outreach and managing high-quality link exchanges.

- Coordinating between developers and designers for website performance and UI improvements.

## **SEO Specialist & Website Manager**

*International Financial Services Firm*

*2019 - 2022*

- Headed complete website management and SEO optimization for finance-related products.
- Developed and executed Google and Facebook Ad strategies to drive client acquisitions.
- Managed external contractors and content writers for blog optimization and keyword research.
- Created performance reports monitoring organic traffic, Google Algorithm updates, and Semrush rankings.
- Developed landing pages specifically optimized for conversion and paid ad traffic.

## **Engineering Support & Design Draughtsman**

*Leading Food Processing Machinery Manufacturer*

*2018 - 2020*

- Created floor layout drawings of machinery and technical spare parts drawings.
- Developed Bills of Materials (BOM) and calculated project costings.
- Provided IT support and technical measurements for refrigeration systems.

## **Head Trailer Designer (Draughtsman)**

*Specialized Transport Manufacturing Company*

*2016 - 2017*

- Specialized in Road Tanker design and quality control management.
- Calculated job costings and profit margins to ensure project viability.
- Managed plasma and laser cutting kits and supervised final sign-offs for SABS certificates.

## **SELECTED ADVERTISING PROJECTS**

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### **E-commerce Growth Campaign**

Managed a ZAR 200,000 monthly budget focusing on Display and Shopping Ads. Achieved a **240% ROI** by targeting competitor audiences and intersecting their clients with value-based offers.

### **Finance Sector PPC Management**

Managed a ZAR 500,000 monthly Google Ads budget. Optimized 10 different ad

groups with custom bidding structures, resulting in high-converting lead generation through rigorous A/B testing.

## TECHNICAL SOFTWARE

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**SEO & Marketing:** Semrush, Ahrefs, Moz, Google Search Console, Google Tag Manager, GA4, Webflow, WordPress, Notion, Slack.

**Engineering & Design:** Autodesk AutoCAD (2D & 3D), Civil Draughting, Revit Architecture, Inventor Professional, Solidworks, Syspro.

## EDUCATION & CERTIFICATIONS

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### **FET Certificate: Computer Aided Drawing Practice (CAD)**

National Qualifications (NQF 4) - Focus on Project Management, Advanced AutoCAD, Building Information Modelling, and Structural Steel.

### **International Certifications:**

- Autodesk Certified Professional: AutoCAD, Revit Architecture
- Autodesk Certified User: Inventor, Revit Architecture, AutoCAD

## LANGUAGES

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English, Afrikaans