

RooCruit

MBUDZENI

Midrand, Johannesburg, South Africa

PROFESSIONAL SUMMARY

Extremely motivated SEO Strategist with a proven track record of increasing website rankings and visibility across diverse global markets. With extensive experience managing over 110 SEO campaigns for various industries, I specialize in building comprehensive search strategies, conducting technical audits, and implementing data-driven optimization. I am a creative, self-driven professional who thrives under pressure and consistently delivers month-on-month growth and successful campaign results ahead of schedule.

KEY SKILLS

- SEO Strategy & Implementation
- Technical SEO & Website Audits
- Keyword Research & Competitor Analysis
- Content Strategy & Production
- Local & International SEO
- Google Analytics & Search Console
- Ahrefs, SEMrush & Screaming Frog
- Google Ads & Mobile Advertising
- WordPress Management
- HTML & CSS

PROFESSIONAL EXPERIENCE

SEO Strategist

June 2021 – Present*Leading USA Digital Marketing Agency*

- Manage 20+ SEO campaigns for small to large-sized enterprises across the United States.

- Oversee both local and international search campaigns, ensuring optimal visibility in diverse markets.
- Implement full-scale SEO strategies including technical optimization, usability enhancements, and content alignment.
- Conduct ongoing reporting and analysis of website analytics to guide client recommendations and monthly strategy pivots.

SEO Specialist | Team Leader**Feb 2020 – June 2021***Australian Digital Marketing and Strategy Firm*

- Directed SEO strategies for the Australian market, focusing on technical health and content relevance.
- Managed high-level client requests and delivered comprehensive monthly performance reporting.
- Supervised the technical auditing process using tools like Site Auditor and Screaming Frog to resolve crawling and indexing issues.

SEO Specialist | Team Leader**Jan 2019 – Feb 2020***International UK-Based Marketing Agency*

- Managed over 40 SEO campaigns for various UK industries.
- Led the SEO team in implementing technical optimization and site usability improvements.
- Handled direct client communications, providing strategic recommendations to improve organic search ROI.

Digital Content Producer**Mar 2018 – Dec 2018***South African Creative Production Company*

- Managed the company's online presence via website updates and social media management.
- Produced digital content and coordinated production requirements for various campaigns.

SEO Specialist**Sep 2016 – Mar 2018***Australian Digital Marketing Specialist Firm*

- Managed 50+ SEO campaigns simultaneously, delivering results across various niche industries.

- Improved organic search results significantly, frequently moving clients from page 10 to page 1 of Google.
- Conducted detailed technical audits and competitor evaluations to incorporate best practices into unique marketing strategies.

EDUCATION

Diploma in Multimedia Technology

Cape Peninsula University Of Technology

CERTIFICATIONS

Google AdWords Search Certified Mobile Advertising Search Advertising
Shopping Advertising Display Advertising Google Advanced Analytics Certified

TECHNICAL TOOLS

Google Tag Manager SEMrush Ahrefs Screaming Frog Bright Local
Google My Business Xmind