

KATHRYN

SEO Specialist & Digital Marketing Expert

Cape Town, South Africa (GMT+2) | Dual USA & South African Citizen

PROFESSIONAL SUMMARY

An energetic, detail-oriented SEO Specialist with over 4 years of experience delivering high-impact digital marketing strategies for international clients. Expert in driving organic traffic growth and technical site optimization, with a proven track record of significant conversion increases across diverse industries including FinTech, SaaS, and E-commerce. Highly proficient in technical audits, content strategy, and data-driven reporting to ensure long-term visibility in the evolving digital landscape.

KEY SKILLS

- **SEO Strategy:** Technical Audits, Keyword Research, Site Migrations, Local SEO
- **Content:** SEO Copywriting, Content Audits, Topic Outlines, Strategy
- **Paid Media:** PPC Management (Google Ads, Bing Ads), Display, Video
- **Technical Stack:** GA4, GTM, Search Console, Ahrefs, SEMRush, Screaming Frog
- **Development/CMS:** WordPress (Advanced), Webflow, WIX, Basic HTML/CSS/JS
- **Analytics:** Looker Studio, Heatmapping (HotJar), Data Analysis, Reporting
- **Project Management:** Jira, Notion, Asana, ClickUp, Slack
- **Industries:** Finance, Legal, SaaS, E-commerce, Healthcare

PROFESSIONAL EXPERIENCE

Digital Marketing & SEO Specialist

April 2022 - Present

Remote Global Marketing Agency

- Management of up to 15 international client accounts, overseeing full-cycle SEO campaigns and performance reporting.
- Perform comprehensive technical SEO audits, site structure optimization, and ranking performance analysis.
- Lead technical onboarding including advanced setup of GA4, Search Console, and Google Tag Manager.
- Develop and execute content strategies, providing SEO training for internal teams to improve content results.
- Execute site migrations and redirect strategies while maintaining search equity.

Notable Achievements:

- **Apostille Service:** Achieved a 35% increase in organic users (over 53,000 users) within 12 months.
- **Sports Betting Client:** Increased site impressions by 44% (from 2.34M to 4.25M) year-over-year.
- **Debt Counselling Platform:** Drove a 211% increase in organic traffic, growing from 64k to 200k monthly users.

Head of SEO & PPC Specialist

September 2020 - March 2022

Leading International Financial & Immigration Services Firm

- Promoted from Digital Marketing Intern to Head of SEO within two years, leading a dedicated team.
- Managed a complex PPC portfolio with a monthly spend of £2,000+ across 10 business divisions and 100+ individual ads.
- Conducted site-wide content overhauls, auditing hundreds of articles and implementing redirection strategies.
- Collaborated with UX and Dev teams for site architecture improvements, heatmap testing, and goal tracking optimization.

Notable Achievements:

- Improved Site Health score from 60 to 98 across 3,000+ URLs within 4 months.
- Achieved 20% to 30% YoY organic growth for major service divisions including Tax and Citizenship.
- Republished content saw organic traffic increases of up to 150%.

Freelance Digital Marketing & Web Design Consultant

March 2020 - Present

Various International Private Clients

- End-to-end management of SEO campaigns, from technical audit to ongoing content optimization and reporting.
- Front-end web design and architecture for non-profits and consultancies using HTML, CSS, and modern CMS platforms.
- **Success Story: African Groundwater Consultancy:** Implemented marketing strategy resulting in a 228.77% increase in organic traffic year-over-year.

EDUCATION

- **Social Entrepreneurship Programme** | Gordon Institute of Business Science (2020)
- **Digital Marketing Certification** | University of Cape Town / GetSmarter (2019)
- **Bachelor of Social Science** | University of Cape Town (2013 - 2016)
Graduated with Golden Key and Academic Honors

CERTIFICATIONS

Google SkillShop Advanced GA4 (2024) Detailed SEO BluePrint (2022) GTM & Google Digital Skills (2022)
Fundamentals of Digital Marketing (2021) Creative Thinking & Solution Development (2020)

LANGUAGES

English (Native)