

# SHERMAN

## SEO Director

**RooCruit**

Somerset West, Cape Town, South Africa

## PROFESSIONAL SUMMARY

*Results-driven SEO Director with over a decade of experience across technical, on-site, and off-site SEO pillars. Proven track record of managing high-level organic strategies for leading South African and international brands in the automotive, retail, and financial sectors. Highly skilled in technical auditing, performance reporting, and client communication, with a deep technical foundation in IT infrastructure and web development.*

## KEY SKILLS

### SEO Pillars & Tools

- Technical, Onsite, Content & Off-site SEO
- Semrush, Ahrefs, Screaming Frog
- Sitebulb, Search Console, Google SE
- KW Everywhere, Google Trends

### Core Competencies

- Reporting & Strategic Auditing
- Client Communications & Account Management
- WordPress Development
- IT Support & Infrastructure

## PROFESSIONAL EXPERIENCE

### SEO Consultant

**2024 - Present**

*Independent SEO Consultancy*

Providing specialized SEO auditing and strategic consulting for small businesses to drive organic growth and digital visibility.

### SEO Director

**2021 - 2023**

*Global Performance Media Agency*

Directed comprehensive SEO strategies for market-leading brands. Key responsibilities included high-level technical oversight, performance forecasting, and stakeholder management for major retail and automotive accounts.

**Anonymized Brand Portfolio:** Leading National Bank, Major Supermarket Chain, Global Automotive Manufacturers.

### **Digital Marketing Manager**

**2018 - 2021**

*Construction & Industrial Materials Supplier*

Managed full-funnel digital marketing efforts including PPC and SEO. Led web and e-commerce development initiatives to facilitate online business growth and lead generation.

### **SEO Analyst**

**2017 - 2018**

*Global Digital Marketing Specialist Agency*

Collaborated within an expert team to deliver SEO for premier South African brands, specializing in technical optimization, robust content strategies, link building, and performance reporting.

### **IT Support, WordPress & SEO Specialist**

**2014 - 2017**

*Regional Technology Solutions Provider*

Delivered technical support while designing custom WordPress websites integrated with tailored SEO strategies to drive organic visibility for clients.

### **IT Field Engineer, Dealer Inspector & Freelancer**

**2003 - 2013**

*Hospitality & IT Infrastructure Entities*

Managed large-scale IT projects for the South African Police Department and oversaw operational compliance within the hospitality/gaming industry. These roles established a strong foundation in operations, network infrastructure, and client relations.

## **EDUCATION & CERTIFICATIONS**

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### **Self-Taught SEO Expert** | *Online Learning Ecosystem* (2012 - Present)

Developed deep expertise through continuous self-study and hands-on experimentation as the industry evolved.

### **IT Technician Course** | *Salesian Institute* (2007 - 2008)

Specialization in computer repairs and networking fundamentals.

**Matric (Grade 12)** | *Belhar SSS* (1998 - 2002)

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