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# JADE

## Senior SEO Specialist & Webmaster

### PROFESSIONAL SUMMARY

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A highly ambitious and self-driven I.T. professional with over 25 years of industry experience, specializing in Technical SEO and Data Operations. An expert in maximizing organic visibility through methodical keyword research, strategic link building, and advanced technical audits using tools like Screaming Frog and GA4. With a unique background spanning from Database Administration to Web Development, Jade brings a data-driven, results-oriented approach to digital growth and search engine performance.

### KEY SKILLS

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- On-Page & Off-Page SEO
- Keyword Research & Market Analysis
- Topical Authority & Link Building
- Database Modelling (Sybase & SAP)
- Competitor Analysis
- Technical SEO Audits & Indexing
- Google Search Console & GA4
- SEO Copywriting & Content Strategy
- HTML, CSS, & JavaScript
- A.I. Productivity Tools

### PROFESSIONAL EXPERIENCE

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#### SEO Specialist & Webmaster

**01/2014 - Present**

##### *Independent SEO Consultancy*

- Execute comprehensive On-Page and Off-Page SEO strategies to increase website traffic and search engine rankings.
- Conduct deep technical audits using Screaming Frog to resolve issues hindering website performance.
- Utilize Google GA4 and Search Console to monitor indexing and optimize reader engagement metrics.

- Implement advanced internal and external link-building strategies and build topical authority within niche markets.
- Perform extensive competitor analysis to benchmark performance and surpass industry standards.
- Design and manage SEO-optimized websites incorporating best practices for visibility and speed.

## Data Modelling & DBA Operations Specialist

01/2007 - 01/2014

*Major South African Telecommunications & Petrochemical Firms (Contractor)*

- Managed Data Warehouse operations focusing on Sybase IQ and SAP HANA In-Memory DB.
- Utilized Sybase Power Designer for complex database modelling and Sybase ASE RDBM management.
- Ensured robust data integrity and performance for Fortune 500 equivalent enterprises.

## Web Developer

01/2000 - 01/2006

*National Power Utility & Global Automotive Manufacturer (Contractor)*

- Developed interactive web pages using JavaScript, HTML, and CSS focusing on user satisfaction and performance.
- Optimized website loading times through image compression and code minimization.
- Integrated Business Process Modelling and Digital Marketing principles into core development projects.

## MAJOR ACCOMPLISHMENTS

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- **Affiliate Growth:** Developed an affiliate website from scratch, reaching 250,000+ monthly pageviews and \$9k–\$12k USD monthly revenue within 18 months.
- **Long-term SERP Retention:** Built a local service website in 2014 that has maintained Page 1 Google rankings for a decade.
- **Rapid Ranking:** Achieved Top 3–5 organic SERP positions for a pest control project in a highly competitive market within just 3 months.
- **GMB Dominance:** Out-ranked all local competition on Google Business Profile within 3 months, securing the #1 spot for the industry's most coveted keyword.

## EDUCATION

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## **Windows NT, Networking Essentials, Web Development**

ISU Campus, Cape Town (2000)

## **Electrical Engineering NQF4**

Princeton Senior Secondary Technical High, Cape Town (1996)

## **CERTIFICATIONS**

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- Certified Database Warehouse Expert (Sybase IQ)
- ASE RDBMS Certified
- SAP HANA Certified
- Power Designer Data Modelling Certified

## **LANGUAGES**

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- English: Proficient (C2)
  - Afrikaans: Upper Intermediate (B2)
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