

AMAAN

Senior SEO Specialist & Digital Strategist

Cape Town, South Africa

RooCruit

PROFESSIONAL SUMMARY

Data-driven SEO Specialist with an Honours degree in Marketing and a proven track record of delivering exponential organic growth for diverse client portfolios. Expert in technical SEO, content strategy, and UX optimization across platforms including Shopify, WordPress, and Amazon. Adept at leading cross-functional teams and integrating SEO with PPC and analytics to drive high-intent traffic and conversions.

KEY SKILLS

SEO Strategy & Implementation

Technical, On-page, Off-page, and Local SEO; Keyword mapping, URL architecture, and wireframing.

Digital Marketing & PPC

Google Ads campaign optimization, PPC reporting, HubSpot, and Amazon Listing Optimization.

Analytics & Reporting

GA4, Looker Studio, Google Search Console, SEMrush, Screaming Frog, and Hotjar.

Technical Proficiency

CMS (Shopify, WordPress, Wix, Framer, WebFlow), GTM, Schema Markup, and Ahrefs.

PROFESSIONAL EXPERIENCE

SEO Specialist**Dec 2023 — Present***Leading Integrated Digital Marketing Agency*

- Develop and oversee comprehensive SEO strategies for a portfolio of retainer clients.
- Conduct full technical SEO audits and develop wireframes for new website launches.
- Implement UX and CRO improvements using Microsoft Clarity and Hotjar to boost conversion rates.
- Optimize Amazon listings for search visibility and manage PPC campaigns within Google Ads.
- Collaborate with web development and paid media teams to ensure a unified digital strategy.
- Mentor SEO interns on industry best practices and technical execution.

SEO Specialist**Apr 2023 — Nov 2023***Global Performance Marketing Firm*

- Formulated multi-month SEO roadmaps and tracking frameworks using GTM and GA4.
- Won the 'Players' Player' MVP award, voted specifically by peers for exceptional contribution.
- Developed international content briefs for multilingual markets including Spanish and Lithuanian.
- Managed local SEO presence across Google Business Profile, Apple Maps, and Bing Places.
- Executed technical tasks including Schema Markup and complex site crawls via Screaming Frog.

Freelance SEO Strategist**Mar 2023 — Nov 2023***Specialized Content & SEO Consultancy*

- Delivered high-level SEO audits and optimizations for niche travel and lifestyle clients.
- Identified growth opportunities through comprehensive topic mining and link-building initiatives.
- Conducted training sessions for junior SEO practitioners within the organization.

Market Research Intern**Nov 2022 — Feb 2023**

High-Growth SaaS & AI Technology Company

- Analyzed industry verticals and ESG trends to inform SaaS market positioning.
- Authored technical content for newsletters, sales collateral, and industry publications.
- Conducted full content audits to assess SEO performance in the AI sector.

SEO Strategist / Marketing Intern

Feb 2021 — Oct 2022

SEO & Content Strategy Agency

- Managed internal and client portfolios using Ahrefs and Surfer SEO to maximize organic reach.
- Won "Above and Beyond" award for exceeding performance KPIs.
- Transitioned from intern to strategist by mastering keyword research and link-building frameworks.

Recent Key Achievement: E-commerce Growth

Led the SEO strategy for a massive website redesign of an E-commerce store (40+ collections, 300+ products).

Results within 8 months include:

- Organic traffic increased to 1.9K monthly sessions (surpassing all-time highs).
- Ranked for 813 keywords with top 3 placements for high-volume competitive terms.
- Achieved Google AI Overview features and increased Domain Authority from 9 to 17.
- Grew backlink profile from 7K to 8.7K high-quality links.

EDUCATION

Bachelor of Business Science: Marketing (Honours)

2016 — 2020

University of Cape Town

Major GPA: 73% | Final Year Thesis: 76%

National Certificate in Personal Training

Physical IQ & NASM

2017 — 2018

CERTIFICATIONS

- SEO Audit Professional Certification (Udemy)
- Shopify E-commerce Optimization (Udemy)
- Google Ads Certified (Udemy)
- SEO Content Writing Specialization