

شقایق زارعی

کارشناس ارشد سئو

درباره من

لطفاً رزومه‌ی پیوست‌شده را مطالعه کنید چون کاملتره :

تجربه‌های کاری

Freelance SEO Specialist

فروردین ۱۴۰۲ تا حالا | Self-employed

Over the past 2 years, I have worked as a freelance SEO specialist or consultant, collaborating with over 6 diverse clients and industries, to optimize their digital presence and achieve measurable results.

Some Of The Key Projects: Digital Gold Trading Platform SEO (Part-Time):

Designing and executing comprehensive SEO strategies, including both off-page and on-page techniques

- Working closely with the content team to create tailored content strategies

- Optimizing on-page SEO to result with a focus on achieving tangible results and continuous growth

- Analyzing data to uncover opportunities for growth and optimization

- Conducting SEO audits to identify technical issues and coordinating with in-house developers to implement solutions

- E-commerce Website SEO (Project):

Improved organic traffic by 516% over a year for an online multy product store through technical SEO, keyword research, off-page and on-page SEO.

- Online eBook platform technical SEO Audit (consultant):

in-depth technical SEO audit, addressing technical issues and Collaborated closely with product managers and developers to resolve them.

Senior SEO Specialist

آبان ۱۴۰۰ تا فروردین ۱۴۰۲ | Yektanet

Key responsibilities include:

Developing and implementing both off-page and onpage SEO strategies for four websites

- Collaborating with the content team to develop content strategies

- Identifying growth opportunities through data analysis

- Identifying SEO technical issues through audits and collaborating with in-

house developers to resolve them Managing the CRO project for Yektanet's main website

- Managing Tag Manager and GA4 for Yektanet's main website

- Key achievements:

Achieved top #3 rankings for most product keywords across the websites

• Boosted organic traffic by 150% for Jaryan's main website

• Increased discovery traffic for a major news company, resulting in 300% traffic growth

• Provided SEO best practices for five websites, leading to significant traffic growth

• Collaborated closely with product managers and developers during the release of new products

• Increased the conversion rate of Yektanet's main website by 30%

SEO Manager

۱۴۰۰ تا خرداد | تیر ۱۳۹۹ | Hamin Agency

Hamin is a digital marketing agency in Tehran. I managed all SEO projects for the team.

Key responsibilities included:

• Developing and implementing both off-page and on-page SEO strategies for 6 websites

• Creating content strategies for four websites

• Mentoring four new team members, helping them learn the best practices of on-page SEO

Key achievements:

• Boosted organic traffic for one client by 900% (16,000 clicks per day)

• Generated revenue for the company by consulting on various projects

• Achieved top #3 rankings for most product pages across 4 websites

SEO & Content Supervisor

۱۴۰۰ تا خرداد | تیر ۱۳۹۷ | Rastin moshaver

Rastin moshaver is a consulting company with more than 7 websites in categories like immigration, health, IT, psychology, and more. I started with the company in 2017 and gradually took ownership of all the websites. Key responsibilities included:

Leading a team of 3 content and on-page SEO specialists •

Developing and implementing off-page and on-page SEO strategies for seven websites

• Creating content strategies for 7 websites Mentoring 2 new team members

• Managing Google Ads campaigns for 2 years Key achievements:

• Increased traffic by over 150% across 5 websites Developed 2 new WordPress websites for the company

• Generated revenue for the company by applying SEO best practices, leading to increased traffic and more leads

اطلاعات تماس

تماس از طریق جابینجا

اطلاعات شخصی

سال تولد: ۱۳۷۱

وضعیت تأهل: مجرد

زبانها

انگلیسی (حرفه‌ای)

سوابق تحصیلی

زبان و ادبیات فارسی (کارشناسی)

دانشگاه تهران | ۱۳۹۳ تا ۱۳۹۷

معدل لیسانس: 17.35

جزء 10 درصد برتر فارغ التحصیلان کارشناسی رشته زبان و ادبیات فارسی دانشگاه تهران

مهارت‌های حرفه‌ای

• semrush • Seo tools • Technical SEO • Off-page seo • On-Page SEO
• Screamingfrog • Ahrefs • kwfindexer • keyword planner
• Semantic Seo • Content Strategy • gtm • GA4 • Google Marketing Tools
• A/B Testing • CRO • Topical Authority • Programatic SEO
Data-driven SEO • User Tracking