

# محمد حسین رحمانی

SEO Manager | Digital Marketing Specialist

## درباره من

Experienced SEO Specialist with 9+ years of skill in developing and implementing technical and content strategies. Expertise spanning keyword research, on-page optimization, technical SEO audits, link building, and analytics reporting. Proven history of driving 200-300% annual organic traffic growth for Fortune 16 companies and websites. Dedicated professional with a drive for taking initiative and a focus on effective communication, project coordination, strategic planning, analytic thinking and collaborative work.

## تجربه‌های کاری

### SEO Manager

فروردین ۱۴۰۱ تا حالا | Amanj Academy

- Led a team of 4 specialists, prioritizing strategic planning and analytic thinking, to boost organic sessions by 200% while reducing cost-per-acquisition by 15% annually.
- Increased organic traffic by 350% and sales by 23% through implementing on-page optimization strategies. These efforts also resulted in a 30% ROI uplift.
- Performed a comprehensive technical SEO audit, evaluating and resolving critical issues that improved the crawl budget and optimized website load time by 30%, raising conversion rates by 8%.
- Utilized data-driven insights from analytics to optimize website content, resulting in a 12% increase in conversion rates and a decrease in bounce rates by 18%.
- Developed content strategies resulting in a 40% uplift in branded keyword rankings and a 28% rise in relevant monthly searches.
- The team delivers 600+ new backlinks per quarter through guest blogging and community outreach.
- Maintained rankings for 400+ targeted keywords through continuous optimization, technical audit using python, content and link building efforts.

### Digital Marketing Manager

آذر ۱۳۹۸ تا فروردین ۱۴۰۱ | Amanj Academy

- Led a team of 6 specialists, focusing on coordination and planning, to increase seasonal sales by 200%.
- Grew organic traffic by 380% and inbound lead volume by 170% through SEO and content programs.
- Launched a multi-platform social media marketing strategy, growing followers by 400% and engagement by 20% within the first year.
- Oversaw development of marketing automation workflows, converting



اطلاعات تماس

تماس از طریق جابینجا

اطلاعات شخصی

سال تولد: ۱۳۷۳

وضعیت سربازی: معاف

وضعیت تأهل: متأهل

زبان‌ها

انگلیسی (حرفه‌ای)

nurtured leads to customers and customer retention, raising sales to 56%

- Reduced Marketing budget by 15% using Performance marketing and analytics reporting.

### SEO Manager

۱۳۹۸ تا آذر ۱۳۹۷ | UTKarafarini

- Performed thorough keyword research and identified high-ranking keywords for optimization, contributing to a 25% lift in organic search rankings.
- Created and managed a strategic content plan that increased average monthly organic keyword impressions by 140% and CTR by 181%
- Developed and executed a strategic link-building campaign that improved high-quality backlinks by 250%, resulting in first-page rankings for 55 targeted keywords.

### SEO Specialist

۱۳۹۶ مهر تا ۱۳۹۲ مهر | Freelancer

I gained SEO proficiency by working with 10 reputable clients, such as Fannikar, Dr Yaghoubi, and Gallery Gandom. My responsibilities encompassed many optimization duties, including content production, link building, keyword research, and technical SEO.

### SEO Instructor

۱۴۰۲ تا دی ۱۳۹۷ | Amanj Academy

- Taught 60-hour comprehensive SEO certification course to over +500 students, with top 24 graduates securing internship roles.
- Students carried out projects on a real website, which rendered the training 30% more impactful.

### Technical SEO Specialist

۱۳۹۸ تا آذر ۱۳۹۶ | UTKarafarini

- Reorganized site structure and reduced page speed by 30% by implementing technical fixes, driving a 150% boost in organic traffic.
- Eliminated 95% of crawl errors and duplicate, orphan, and zombie pages, Optimizing the Crawl Budget by 60%.
- Conducted a complete technical SEO Audit Automation using Screaming Frog and Python, increasing 50% speed to find and optimize technical errors.

### (Senior SEO Specialist(Freelancer- Part-time

۱۳۹۸ مهر تا ۱۳۹۷ شهریور | Parchin Partition

- Deployed technical SEO improvements, resulting in a 14% decrease in bounce rate and a 15% increase in conversion rate.
- Crafted content strategy and off-page optimization that drove a 170% increase in organic traffic and a 50% increase in keyword ranking.

### (SEO Specialist(Freelance

۱۳۹۷ مرداد تا ۱۳۹۶ شهریور | Webilaw



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انگلیسی (حرفه‌ای)

- Formulated technical strategies to boost page speeds by 15% and eliminate 50% of crawl errors.
- Oversaw monthly content calendar, producing 15+ blog posts and 5+ legal guides, increasing organic traffic sources by 250% annually.

## سوابق تحصیلی

### Surveying Engineering (کارشناسی)

۱۳۹۶ تا ۱۳۹۲ | University Of Tehran

### (Geo Spatial Information Systems (GIS (کارشناسی ارشد

۱۳۹۸ تا ۱۴۰۰ | Khaje Nasiredin Toosi University

## مهارت‌های حرفه‌ای

سئو . دیجیتال مارکتینگ . گوگل ادز . گوگل سرچ کنسول . گوگل آنالیتیکس .  
سئو تکنیکال . semrush . Screaming Frog . تولید محتوا . وردپرس . HTML .  
سئو داخلی . ahref . شبکه های اجتماعی . سئو خارجی . رپورتاژ . بازاریابی محتوا .  
گوگل شیت . SEO . استراتژی سئو . استراتژی محتوا . کار تیمی . صبر بالا .  
الگوریتم های گوگل . انتخاب کلمه کلیدی . جت سئو . کلمات کلیدی . SEO Audit .  
تشنه یادگیری . مدیریت زمان . تبلیغات . پرفورمنس مارکتینگ . سئو محتوا .  
ارتباط موثر . کار تیمی . اجایل . Technical SEO . content . ContentSeo .  
Search Console . Analytics . kwfinder . keyword planner .  
google tag manager . GOOGLE ADWORDS . Data Looker Studio . hotjar .  
CSS . Python . Website Structure . Mobile Usability .  
Competitor analysis . Internal link . SEO strategy . sem .  
Keyword Research . crawl budget . ppc . Email Marketing .  
Advertising . sms marketing



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اطلاعات شخصی

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زبان‌ها

انگلیسی (حرفه‌ای)