

SEPIDEH MAHMOUDNIA

Senior SEO Specialist

CONTACT

09369595697

sepidemahmoudnia@gmail.com

Tehran, Jordan

LinkedIn: Sepide Mahmoudnia

SKILLS

- Google Search Console
- Google Analytics
- Screaming Frog
- Ahrefs
- Semrush
- Image optimization
- Competitor analysis
- Keyword research
- SEO editing skills
- On-page SEO
- Off-site SEO
- technical SEO

EDUCATIONS

Master Degree

Shahid Beheshti University
2022 sep - current
information it management

Bachelor Degree

Alzahra university
2018 Sep - march 2022
Business Management

diploma

(SAMPAD) National Organization
for Development of Exceptional

WORK EXPERIENCE

Senior SEO Specialist

landing.dgshahr.com | دیجی شهر | 2023 March - current

- Having more than 50 keywords (not indexed keywords) on first page of SERP in less than 2 months.
- Increasing more than 35% total clicks compares to last quarter.
- Provided recommendations and executed strategies for content development in relation to keyword-specific SEO goals .Blog strategy planning from 0 to 100 on newly established blog.
- leading content team including 3 person.
- Optimizing website based on On page SEO techniques.
- Conducted SEO audits that considered technical, on-page, and off-page elements.
- Coordinate with marketing teams and clients to develop SEO strategy based on Google Analytics, keyword rankings, and competitive analysis.

SEO Specialist

mydigipay.com | دیجی پی | 2021 September - 2023 march

- Created SEO campaign for complex media website
- Content planning and strategy, with competitor and target audience analysis
- Stayed up-to-date with the newest SEO guidelines and trends.
- Maintaining and improving the position of keywords (more than 100 keywords on first page of SERP)
- Managing SEO campaign expenses, estimated monthly cost.
- Strategy planning for free off page link building and reportage campaign and blog posts.
- Preparation of monthly reports based on key performance indicators.

Junior digitar marketer

haal.ir | بخش سلامت اپلیکیشن آسان پرداخت | 2020 December - 2021 September

- Editing and publishing blog content based on SEO principles.
- Content generation and social media content calendar preparation.
- Coordinating the content and SEO team and the design team.
- keyword mapping and off-page linking for free and reportage.