



# NAEEM MANSURI

## SEO Specialist, Affiliate Marketer

Result-Driven SEO Specialist with 5+ Years of Experience including Affiliate Marketer & PPC Executive. Proven result of improved organic search ranking from page 10 to 1st from high-competition keywords for an e-commerce brand and local brands and increased traffic with the 45%. And have the ability to increase online store revenue throughout different channels.

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## Education

### R.M.S Polytechnic

Paas Out In Electronics & Communication Engineering  
2009- 2013

### Tops Technologies

Learn about Digital Marketing & Website Design  
2016 - 2017

## Expertise

SEO	★★★★
On-Page	★★★★
OFF-Page	★★★★
Affiliate	★★★★
PPC	★★★★
SMM	★★★★

## Tools

HREF, Semrush

Screaming Frog

Google Analytics, Google Tag Manager, Data Studio  
Google Search Console

Google My Business

SEOquake, Etc..

## Work Experiences

### Office Beacon PVT Ltd. 2013 - 2017 (Nov)

#### Assistant Team Leader

- Managed the order Entry and Graphic Designer team.

### Zonic Digital Inc. 2018 (Feb) - 2018 (Dec)

#### SEO Executive

Perform off-page activities such as social bookmarking, classified ads, directory submissions, etc., while handling social media to enhance brand awareness, drive paid marketing efforts for increased sales, and create engaging content for text-based social media advertisements.

### Zithas Technologies PVT. Ltd. 2019 (Feb) - 2019 (Dec)

#### SEO Executive

- Conduct website on-page and off-page audit, perform keyword research to improve organic ranking on various search engines, and ensure successful delivery of SEO campaigns.
- Develop result-driven strategies to increase organic keyword ranking, website traffic, and sales.
- Execute effective off-page activities such as free and paid guest posting, blogger outreach, and resource link building. Establish and manage social media client profiles.
- Daily track and analyze reports using Google Analytics and Google Console to make website improvements.

#### Key Achievements

- Successfully increased client website revenue by 0.5 to 2%, while significantly improving ranking from the 4th to the 1st page (specifically, from the 4th and 5th positions).

## Certifications

Google Analytics for Beginners

Advanced Google Analytics

Google Analytics Individual Qualification (GAIQ)

Digital Marketing

## Interpersonal Skills

Analytical Skills

Positive Attitude

Team Player

Problem Solver

Punctual Skills

## Skills

Technical SEO

On-Page Optimization

Link Building

Analytical Skills

Content Marketing

Project Management

Research Minded

Decision Making

Basic Wordpress Coding

Ability To Use Popular SEO Tools

## Work Experiences

### Speakaudible

2020 Jan (Part Time)

#### SEO Executive & Affiliate Marketer

In this role, I am responsible for the growth of the Commission Junction and in-house affiliate marketing program, managing website development and competitive analysis, devising an effective content strategy to drive organic traffic, acquire backlinks, and improve keyword rankings, as well as conducting website audits using tools like Screaming Frog, SEMRUSH, Href, and others to identify areas of improvement on affiliate sites.

### Vardam Web Solution PVT. Ltd

2020 July - 2021 Aug

#### Sr. SEO Executive & PPC Executive

- In my role, I manage 13+ SEO and 2 PPC projects, conducting thorough website audits and delivering successful campaigns. I increase organic traffic, CTR, and keyword rankings while coordinating with clients. I actively pursue backlink opportunities through outreach and resource page link building.
- I specialize in PPC campaign management, including keyword research, ad creation, landing page design, bidding, budgeting, and competitor analysis. I enhance product sales on Amazon and maximize performance on Google Merchant Center. Task management and creating engaging promotional emails are also part of my responsibilities.

#### Key Achievements

- successfully increased website traffic, Amazon sales, and donation campaign results through a low-budget PPC campaign

### Innovision360 / Adaptify Australia

Sep 2021 - Present

#### SEO Specialist

- In my role, I provide technical SEO recommendations to developers and webmasters, guiding them on improving site speed, implementing structured data markup, optimizing site architecture, and resolving canonicalization issues.
- During website migrations, I assist in the smooth transition of websites during redesigns, domain changes, or platform migrations, minimizing any negative impact on search engine rankings and traffic.
- I monitor website performance metrics through tools like Google Analytics and Google Search Console, tracking keyword rankings, organic traffic, and user engagement. Regular reporting on SEO performance is providing.
- I conduct keyword research to identify target keywords and optimize on-page elements for improved visibility. Through content optimization, I enhance keyword relevance and improve internal linking for better website navigation.
- I monitor website performance metrics through tools like Google Analytics and Google Search Console, tracking keyword rankings, organic traffic, and user engagement. Regular reporting on SEO performance is providing.
- I develop and implement link building strategies to enhance website authority, leveraging guest posting, influencer outreach, and directories to identify new & from competitor backlink opportunities.
- I manage online reputation through review management and collaborate with content creators and influencers for quality content and backlinks.
- Additionally, I monitor performance metrics related to backlink acquisition and website authority from the tools.