

ERALD XHAKOJ

Software Developer & Senior SEO

Product-minded, Automation, Internal Tools, Scalable Systems



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LOCATION: Russi (RA), Italy

PROFILE

Senior Software Developer & SEO Expert with 5+ years of experience building **custom software, internal tools and automation systems** for agencies and businesses.

I work at the intersection of **development, SEO and process optimization**, focusing on **scalable, reusable solutions** that reduce operational effort, enable new services and business leverage.

Strong ownership, high autonomy, and hands-on execution from idea to production.

CORE EXPERTISE

Software Development (Full-stack)

Tech SEO & AI-Driven SEO

Internal Tools & Automation

Product & Service Enablement

Cross Team Technical Leadership

TECH STACK

React, Vite, PHP, JS, HTML, CSS

Headless CMS, WordPress, Shopify

Tech SEO, Structured Data, Entities

LUA, Python (automation, scripting)

SQL, REST APIs

Git, Docker, Linux

Google Search Console, GA4

Automation & Scraping Tools

AI applied to SEO & Content Systems

LANGUAGES:

EXPERIENCE

SEO EXPERT & SOFTWARE DEVELOPER

2020 - PRESENT

*Built and owned **internal software, tools and technical systems** used across teams, with impact beyond traditional SEO execution. **Key contributions:***

- Designed and developed **proprietary internal tools and automations** to reduce manual effort and improve operational scalability.
- Built a **custom CRM foundation** to support lead management, remarketing and future service evolution.
- Developed **custom plugins and software components** (WordPress / Shopify / web-based) used in client delivery and internal workflows.
- Created **web-based reports and audits** used directly by management in sales and client presentations.
- Implemented **advanced technical SEO systems**, including structured data, entity-based SEO and AI-oriented practices.
- Produced keyword research and strategic inputs reused by **Paid Advertising** team, including ADV-only projects.
- Acted as **technical reference across departments** (SEO, Development, Delivery), enabling cross-service collaboration.

Impact:

- Enabled new service opportunities and higher perceived value.
- Reduced operational friction and repetitive work.
- Created reusable assets instead of one-off execution.

FREELANCE / INDEPENDENT PROJECTS

2019 - NOW

Software Developer & Digital Consultant

- Developed **custom websites, plugins and applications** for businesses.
- Delivered tech SEO audits and implementations for complex websites.
- Built **automation scripts and tools** to streamline marketing and operational workflows.
- Supported businesses in aligning technology, SEO and growth strategy.

TEACHING / TRAINING

2020 - NOW

Coding & Digital Marketing Instructor for various institutions

- Taught **web development, SEO and digital marketing** fundamentals.
- Focus on practical execution, real-world systems and problem solving.