Mani Meskartehrani

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PROFESSIONAL SUMMARY

Detail-orientated, proactive and responsible SEO Analyst, with a get-it-done, on-time and high-quality product spirit. Motivated and data-driven SEO specialist with solid knowledge of technical SEO and on-page SEO with skilled in data analysis, data visualization, keyword research, and SEO strategy development.

SUMMARY OF SKILLS

- Working experience with the most well-known data visualization and analysis tools.
- Experienced with programming languages such as Python and JavaScript.
- Working experience with advanced Excel tools such as VLOOKUP, Pivot table, Index & Match, charts.

Key Skills

- HTML/CSS/JavaScript
- Python / SQL
- Advanced Excel
- SEO keyword research
- On page SEO

- Ahrefs / SEMrush
- Tabealu
- Technical SEO (Screaming Frog)
- Google Search Console
- Google Analytic

WORK HISTORY

SEO Specialist   July 2022 – Present
Resulta | Bedford, NS

- Performed KW research to build a list of clustered targeted key phrase and worked closely with content team to apply on-page SEO Optimization by fixing or improving published content.
- Monitored and Fixed technical issues found on Google search console, Ahrefs and Screaming Frog crawl on an ongoing basis result in 10% increase.
- Conducted SEO data analysis using python library such as Panda, NumPy, Matplotlib or Excel to provide actionable data-driven recommendation.

Digital Marketing Specialist (SEO Specialist) | Internship   Oct 2021 – Jan 2022
Vancoweb (Digital Marketing Agency) |Hastings, BC

- Conducted keyword research, analysis, and optimization using SEMrush, Ahrefs, Google keyword planner, Google search console.

Website Specialist (SEO)   Jun 2016 – Jan 2020
IPM-IRNIC | Tehran, Iran

- Performed in-depth web analysis to discover technical issues and created an optimization plan to resolve them with the technical team, which resulted in 21% increasing traffic.
- Solved website technical SEO issues to improve ranking and analysis the overall performance with Google analytic.

EDUCATION

Master of Business Administration | Digital Marketing   Oct 2020 – Jan 2022
University of Canada West – BC, CA

Bachelor of Engineering | Software   Sep 2007 – July 2012
University of Guilan – Rasht, Iran