

# Mosa Olifant *SEO Manager*

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Dynamic SEO and content strategy expert with a proven track record at Blue Life Media. enhancing on time visibility and engagement Excelled in affiliate marketing. link building and operations management. leveraging Google Analytics for impactful content optimization. Known for innovative SEO campaigns and a keen ability to analyze and adjust strategies for peak performance.

## 🎓 EDUCATION

2012 – 2015  
Pretoria, South Africa

**Accounting Sciences,**  
**University of South Africa/Universiteit van Suid-Afrika**

## 👜 PROFESSIONAL EXPERIENCE

2016 – 2017

### **INKFISH Digital Marketing, WordPress & SEO Apprentice**

- Participated in a hands-on internship learning SEO, affiliate marketing, and web design, gaining experience in ranking new websites on search engines and monetizing them.
- Developed foundational skills in search engine ranking, content strategy, and digital marketing.

2018 – 2021

### **Motor And Wheels, SEO Content Copywriter**

- Produced engaging website content tailored to increase visitor engagement and improve search rankings.
- Collaborated with content teams and clients to ensure alignment with SEO best practices and audience needs.
- Crafted on-page SEO content aligned with search engine best practices

2018 – 2023

### **Authority Group LLC, Search Engine Optimization Project Manager**

- Managed SEO strategy across various platforms, conducting site audits, analyzing data, and identifying trends to maximize ROI on organic campaigns.
- Bridged the gap between digital marketers and product teams to optimize both paid and organic search efforts.
- Directed a team focused on link-building and outreach, working to enhance website rankings and authority.
- Regularly communicated with clients to provide updates on link acquisition efforts, partnerships, and campaign results.
- Ran SEO and SEM campaigns, including link acquisition, content creation, remarketing, and affiliate marketing, reporting key metrics and ROI to the executive team.

2023 – present

### **Blue Life Media ApS, SEO Website Manager**

- Produce engaging website content tailored to increase visitor engagement and improve search rankings.
- Collaborate with content teams and clients to ensure alignment with SEO best practices and audience needs.
- Optimize on-page elements, including meta descriptions, title tags, and internal linking, to boost search visibility.
- Track and analyze performance metrics using Google Analytics and Search Console, providing actionable insights to improve content effectiveness.
- Develop and implement link-building strategies to enhance domain authority and drive referral traffic.
- Coordinate with the marketing team to create SEO-friendly landing pages for campaigns, boosting lead generation.
- Manage A/B testing initiatives to identify best-performing content variations, improving user engagement metrics.
- Establish SEO best practices documentation and train junior team members to ensure consistent content quality.

## **SKILLS**

### **SEO Skills**

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Google Analytics
- Content Strategy and Development
- Email Marketing
- Affiliate Marketing
- Blog Marketing
- WordPress Development
- Reporting and Data Analysis

## **LANGUAGES**

English

## **TOOLS USED**

- Ahrefs
- SEMrush
- Google Analytics/Search Console
- Asana/ClickUp/Trello