James Kamau

Enthusiastic and motivated SEO professional with hands-on experience in keyword research, on-page optimization, and performance analysis. I am eager to contribute to a mission-driven company while continuing to develop and refine my SEO skills in a fast-paced, collaborative environment.

Nairobi Kenya
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Portfolio:https://seo-portfolio-mihjtqds7-peterjames3s-projects.vercel.app/

EXPERIENCE

Freelance SEO

November 2024 - PRESENT

. Working with a local business to improve its search engine ranking by implementing basic SEO strategies such as optimizing website structure and keyword targeting.

. Assisted in managing and tracking SEO performance using SEMrush and Google Analytics.

EDUCATION

Jomo Kenyatta University, Juja — Bachelor of Information Technology (*IT)*

January 2021 - September 2025

. Currently pursuing a degree in Information Technology with a focus on digital marketing, web development, and data analysis.

. Participating in SEO-focused learning to improve digital marketing skills.

. Gained foundational knowledge of programming languages such as Python, Java, and HTML/CSS, as well as SQL database management.

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PROJECTS & PORTFOLIO

SEO Optimization for [Solarpointsystems]: Conducted keyword research, on-page SEO, and performance monitoring, leading to a noticeable improvement in organic traffic.
Content Optimization: Optimized blog posts and landing pages by integrating targeted keywords, enhancing readability, and improving SEO metrics.

SKILLS

SEO Tools: Google Analytics, Google Search Console, Moz, Ahref.

On-Page SEO: Meta tags, headers, URL optimization, Content optimization.

Keyword Research: Using tools like Ahrefs, and Moz.

Content Optimization: Writing and editing optimized content for blogs, landing pages, and websites.

Performance Analysis: Monitoring website traffic and SEO performance using Google Analytics.

Technical SEO: Understanding of site speed, mobile optimization, and structured data.

Technical Skills: Familiar with HTML, CSS, JS, Next JS, and Tailwind for technical SEO adjustments.

LANGUAGES

English