

James Kamau

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

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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 database management using SQL.
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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 Tailwindcss for technical SEO adjustments.

LANGUAGES

English

