

Sineera Hamsadh

SEO Specialist

CONTACT

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Skills

- ★ On-Page & Off-Page SEO
- ★ Local SEO (GMB)
- ★ Social Media SEO
- ★ Advanced Keyword Research
- ★ SEO Optimized Creative Content Development
- ★ Link Building
- ★ Website & Keyword Optimisation
- ★ PPC Campaign Creation & Monitoring
- ★ Technical Web Fixes
- ★ Schema Code Optimisation
- ★ SEO Audits

Results-driven SEO specialist with 5 years of experience working in both agency and in-house environments. Helped 100+ clients from different industries worldwide to rank on top of Google to increase their organic online visibility, and drive targeted organic traffic to their websites. Adept at conducting comprehensive website and SEO audits and giving technical recommendations. With a data-driven approach and a strong understanding of industry best practices, dedicated to delivering measurable results and exceeding client expectations.

Familiar Tools

- ★ Ahrefs
- ★ Google Analytics
- ★ Google Tag Manager
- ★ MOZ
- ★ Google Keyword Planner
- ★ Google Search Console
- ★ Semrush
- ★ Screaming Frog
- ★ Google Looker Studio
- ★ Google Ads
- ★ Elementor & WordPress
- ★ Wix
- ★ Shopify
- ★ Various Schema Markup Tools

Work Experience

Digital Marketing Executive | Loop Digital Marketing Ltd

SEPTEMBER 2023 - PRESENT, NORTHAMPTON

Ensuring all accounts have a robust technical strategy in place, together with specific performance targets and objectives tailored to meet or exceed the business and commercial expectations.

Preparing and delivering SEO audits for client pitching meetings, effectively showcasing the value of the company services and strategies to potential clients.

Perform monthly SEO maintenance, ensuring the efficient day-to-day management of all branded websites. This includes creating monthly reports and conducting performance assessments.

Recommend on-site and technical changes and make 'hands-on' changes where necessary, such as performing technical website fixes, conducting backlink audits, disavowing toxic backlinks, and implementing URL mapping.

Creating, proofing and uploading of technical and blog content.

Google My Business (GMB) optimization, consistently reviewing and maintaining GMB profiles for local businesses. This involved managing GMB posts, responding to questions and reviews, and ensuring the

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Strengths &

Interests

- ★ Interpersonal & effective communication skills
- ★ Self-learner, able to adapt and learn new technologies quickly
- ★ Strong leadership & organizational skills
- ★ Photography
- ★ Travelling
- ★ Movies
- ★ Nature

account remained up-to-date to enhance local online presence and engagement.

Carry out Month 1 client onboarding SEO tasks, including keyword research, reviewing sitemaps, robots.txt files, crawling budget, schema optimization, canonical tags, GMB optimisation etc.

Set up and perform staging SEO tasks for clients who have not yet launched their website to the public.

Digital Marketing Executive (Part-Time) | Lumos Digital Marketing

FEBRUARY 2023 - AUGUST 2023, MANCHESTER

Developed and implemented digital marketing strategies for small businesses based in the UK, including social media, display ads, search engine optimisation (SEO), and pay-per-click (PPC).

Identified the target audience and created PPC campaigns to increase traffic and conversion rate of clients' websites.

Monitored marketing campaign analytics, performance and budgets and assessed against the initial goals of the client.

Measured key performance metrics, including web traffic, audience engagement, leads, performance, bounce rates and ad spend ROI to optimise campaigns monthly.

Conducted PPC audits, documenting performance and reporting to the team lead. Reported on the performance of PPC campaigns and provided actionable insights by tracking goals such as ROI and key performance indicators (KPI).

Helped the team to plan, track and manage projects to time and budget.

Ensured client's requirements and metrics were met and delivered on schedule.

Performed basic SEO duties, including backlink audits and redirects.

SEO Specialist | Sapling Creations

JANUARY 2021 - MAY 2022, CYBERPARK INDIA

Promoted 2 Google Slides add-ons of the company worldwide by developing and executing on-page, off-page, social and local SEO strategies. Target markets were the USA, Canada, UK & Germany.

Collaboratively worked with an external PPC agency and the internal web development and design team to ensure the website quality and conversion rate.

Carrying out technical SEO activities such as crawling websites, identifying pages to redirect and issues that may lead to poor indexation of the site.

Produced content for guest blogs and PR articles and obtained high-authority backlinks to the product websites. Optimising for the web and uploading content to the WordPress content management system.

Conducted quarterly SEO audits and reported on KPIs across the product websites to the head of SEO at the company.

Digital Marketing Executive | Freelance

DECEMBER 2020 - SEPTEMBER 2021, VARIOUS COUNTRIES

Worked for various businesses in the health, technology & finance sectors based in the USA, UAE, Canada & India.

Conducted advanced keyword research to identify target keywords to optimize website content.

Implemented on-page and off-page SEO strategies to improve website visibility and search engine rankings. Developed and implemented link-building strategies to increase website authority.

Identified technical SEO issues such as reviewing websites and reporting flagging opportunities to clients' development teams. Suggested technical quick wins to boost clients' site performance.

Monitored and analysed website performance using SEO tools and analytic platforms. Evaluated monthly performance statistics and used data to inform future strategies.

Maintained Google and Bing Webmaster Tools accounts and monitored for crawling and indexing issues. Implemented local SEO strategies including citation building, and Google My Business optimisations.

Analyzed SEO outreach goals and presented findings to various clients' marketing directors.

Tracked, reported and analyzed website analytics to drive strategy and to improve user experience.

Identified appropriate KPIs and reported key metrics from digital campaigns.

Digital Marketing Executive (Contract Based) | Global Infonet Inc.

DECEMBER 2020 - SEPTEMBER 2021, INFOPARK INDIA

Promoted a software product in the USA and German markets.

Collaboratively worked with the Digital, PPC and Graphics Departments of the company to complete projects as specified and to plan successful and engaging social media strategies and campaigns.

Maintained the company websites and social media channels including Instagram, Facebook, Twitter, LinkedIn & YouTube.

Evaluated competitor websites to incorporate best practices and create marketing strategies for the product website to ensure optimal results.

Improved organic traffic by maintaining the search engine results of a keyword on the first page for 3 months.

Developed interactive and unique SEO-optimized content. Served in link building and website audits in terms of on-page activities.

SEO Analyst | Techwyse Internet Marketing

SEPTEMBER 2018 - MARCH 2020, HEADQUARTERED in CANADA

Promoted businesses from different industries to create a Google search ranking surge, increased organic online visibility and targeted organic traffic.

Able to work with clients based in Canada and the USA to clarify priorities and objectives. Performed opportunity, competitor, and keyword analysis daily.

Carrying out technical SEO activities such as reviewing websites and flagging opportunities for improvement, identifying technical quick wins to boost site performance and supporting clients' web developers in making SEO improvements to websites.

Implemented content marketing, keyword research, on-page and off-page optimization, local SEO and digital PR. Monitored the effectiveness of SEO plans in terms of traffic and created road maps.

Maintained various clients' social media channels including Instagram Facebook, Twitter & YouTube by frequently posting engaging content & link-building.

Developed 50+ SEO off-page campaigns for websites with complex media and big structures. Stayed up-to-date with the newest SEO guidelines and trends.

Education

University of Salford / MSc Digital Marketing

JUNE 2022 - JUNE 2023, MANCHESTER

KMEA Engineering College / BTech Information Technology

SEPTEMBER 2013 - JULY 2017, INDIA