

Amina Patel

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SUMMARY

Results-driven SEO Specialist with over 5 years of experience in optimizing websites for search engines. Proven track record of increasing organic traffic and improving search rankings through strategic keyword research and innovative content strategies.

EXPERIENCE

SEO Specialist

Jan 2022 - Present

Tech Innovations Inc., San Francisco, CA

- Increased organic traffic by 45% within six months through targeted keyword optimization and on-page SEO tactics.
- Implemented technical SEO improvements, resulting in a 30% reduction in page load time and a 25% increase in user engagement.
- Led a content marketing initiative that generated an additional \$150,000 in revenue over one year.

SEO Analyst

Jun 2019 - Dec 2021

Digital Marketing Solutions, Los Angeles, CA

- Conducted comprehensive SEO audits that improved site visibility, leading to a 50% increase in rankings for targeted keywords.
- Utilized Google Analytics and SEMrush to analyze performance and optimize campaigns, achieving an average ROI of 200%.
- Developed and executed link-building strategies that increased domain authority by 15 points.

Junior SEO Specialist

Aug 2017 - May 2019

Creative Agency, San Diego, CA

- Supported senior SEO team in executing on-page and off-page strategies, contributing to a 35% increase in client organic traffic.
- Assisted in the management of social media campaigns that boosted brand awareness by 40%.
- Collaborated with web developers to ensure SEO best practices were implemented in ongoing website redesigns.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of California, Berkeley, Berkeley, CA • GPA: 3.7

SKILLS

Technical Skills: SEO Auditing, Keyword Research, On-Page Optimization, Content Strategy

Tools & Frameworks: Google Analytics, SEMrush, Ahrefs, Moz