

Reza Ataei

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Summary

I bring over 6 years of dedicated SEO experience and am now eager to expand my horizons by pursuing opportunities abroad. I aim to apply my wealth of experience to drive your company's growth and success. <https://webmasters.stackexchange.com/users/131970/reza-ataei>

Experience

Sr, SEO and DM Specialist

Banimode

Jul 2023 - Present (6 months)

Leading Fashion E-Commerce in Iran

Task:

- Reviewed SEO strategy
- Performed Technical SEO Audits
- Re-arranged website structure
- Running CPC Digital Campaigns

Achievements:

Only in 3 months:

- 20% growth in Organic traffic
- 50% overall growth in SERP rankings for categories (some of them which even were not in SERPs)
- Breaking Organic Sales record of all time

Senior SEO Specialist

Otaghak | اتاقک

Jun 2022 - Present (1 year 7 months)

Managed SEO for nationwide online accommodation platform in Iran.

Tasks:

- SEO and Content team management with KPI/OKR
- Executed CWV / UI-UX / EEAT practices
- SEO Automation guidelines
- Implemented Discover Traffic practices
- Daily SEO maintenance and audits
- Professional Reporting using Data Studio

Achievements:

- Mastered new skills/tools with expanded data access
- 30% SERP rankings growth in 1 year
- Over 20m Discover impressions in 6 month



SEO Advisor

Finestel

Apr 2023 - Oct 2023 (7 months)

Canadian-based Crypto Trading Solutions Provider company.

Tasks:

- Implementing an SEO Strategy for Organic Growth Hack
- Conducting Deep Keyword Research for Optimal Organic Profit Performance
- Developing Technical and DevOps SEO Guides
- Providing Content Structure Guidelines for the Site/Blog
- Managing Guest Posting and Link Building

Achievements:

In less than 6 months:

- Achieved a 400% increase in organic traffic on money pages.
- Generated over 100 B2B leads.
- Achieved a 100% growth rate in converting blog users into customers.



Search Engine Optimization Specialist

TeemSheem | تیم شیم

May 2020 - Jun 2022 (2 years 2 months)

Managed SEO for TeemSheem (online insurance - B2C/B2B) & Arzwall (cryptocurrency platform).

Tasks:

- Developed/implemented SEO strategy
- Optimized HTML & JavaScript websites
- Managed content/Structured Data
- Conducted keyword/competitor analysis
- Created WordPress blog

Achievements:

- Applied KPI-based teamwork/OKRs
- Collaborated with dev team for optimal Technical and on-page SEO
- Drove rapid organic traffic growth via targeting keyword gaps and trend keywords
- Attained top SERP results against 5+ B2B domains.



Search Engine Optimization Specialist

مجتمع سلامت تهران

Feb 2018 - May 2020 (2 years 4 months)

Leading medical education company in Tehran.

Tasks:

- Keyword research
- Competitor analysis
- On-page & Off-page SEO
- WordPress SEO for medical courses
- Google Ads campaign management.

Achievements:

- Significant success with multiple courses ranking in the top 3 of SERPs, against domains of medical universities (.gov & .ac).
- Achieved a 300% Growth in organic traffic for non-branded queries.

Education



Isfahan University of Technology

Bachelor's Degree, Biomedical/Medical Engineering

Government University

Master of Business Administration - MBA

Licenses & Certifications



Advanced Google Analytics - Google

Issued Aug 2022 - Expires Aug 2025



HTML / CSS / Javascript web design - مجتمع فنی تهران

Skills

Search Engine Optimization (SEO) • HTML • Cascading Style Sheets (CSS) • WordPress • Keyword Research • Competitive Analysis • Adobe Photoshop • Team Leadership • Teamwork • Search Engine Marketing (SEM)