

[First Last Name]

[City, State] | [email@example.com] | [+1 (555) 555-5555] | [LinkedIn URL] | [Portfolio/Website]

PROFESSIONAL SUMMARY

Results-driven **SEO Specialist** with [X]+ years of experience improving organic visibility, search rankings, and qualified traffic for [B2B/B2C] brands. Proven track record in **technical SEO**, on-page optimization, and data-driven content strategies using tools like [Google Search Console], [Google Analytics], and [SEMrush]. Adept at conducting comprehensive site audits, keyword research, and implementing scalable SEO roadmaps that align with business objectives. Strong collaborator with marketing, product, and development teams to deliver measurable growth in **organic sessions, CTR, and conversions**.

PROFESSIONAL EXPERIENCE

[Senior SEO Specialist] | [Digital Marketing Agency Name]

[Month YYYY] – Present | [City, State]

- Led SEO strategy for a portfolio of [X–Y] clients across [e-commerce/SaaS/local] verticals, increasing average organic traffic by [XX]% and organic lead volume by [YY]% within [12] months using [SEMrush], [Ahrefs], and [Google Search Console].
- Conducted in-depth **technical SEO audits** (crawlability, indexation, Core Web Vitals, site architecture) and partnered with developers to implement fixes, reducing average crawl errors by [ZZ]% and improving key pages' LCP/FID scores to pass Core Web Vitals thresholds.
- Built and executed data-driven **content and keyword strategies**, including topical maps, internal linking frameworks, and on-page optimization, resulting in [XX]% growth in non-branded keyword rankings in the top 3 positions and measurable improvements in click-through rates.

[SEO Specialist] | [In-House Brand or Company Name]

[Month YYYY] – [Month YYYY] | [City, State]

- Owned end-to-end SEO initiatives for [company/brand] website with [X,000+] indexed URLs, driving a [XX]% increase in organic sessions and [YY]% uplift in organic-assisted revenue by optimizing site structure, internal linking, and high-intent landing pages.
- Performed ongoing **keyword research, SERP analysis, and competitor benchmarking** to identify content gaps, informing a content calendar that delivered [N] new SEO-focused articles per month and captured [XX] new ranking keywords.
- Implemented on-page SEO best practices (metadata, schema markup, header hierarchy, image optimization) and A/B-tested title/description variations, improving average organic CTR by [X.X] percentage points across priority keyword groups.

EDUCATION

[Bachelor of Science in Marketing] | [University Name]

[Month YYYY] – [Month YYYY] | [City, State]

- Relevant coursework: [Digital Marketing], [Web Analytics], [Consumer Behavior], [Data Analysis].

[SEO / Digital Marketing Certification] | [Issuing Organization, e.g., Google, HubSpot]

[Month YYYY]

- Completed training focused on **SEO fundamentals, analytics, and performance measurement**.

SKILLS

Technical & Analytical

- Technical SEO** (site audits, crawl optimization, Core Web Vitals, XML sitemaps, robots.txt)
- Tools: [Google Analytics], [Google Search Console], [SEMrush], [Ahrefs], [Screaming Frog], [Google Tag Manager]
- On-Page & Off-Page SEO, keyword research, competitor analysis, backlink profile review

Content & Strategy

- Content optimization**, SEO content briefs, topical clustering, internal linking strategies
- Basic HTML/CSS for SEO, schema markup implementation, CMS experience ([WordPress]/[Shopify]/[Other])

Soft Skills

- Data-driven decision-making, cross-functional collaboration, stakeholder communication, project management

SELECTED SEO PROJECTS

[E-commerce SEO Revamp Project] | [Online Store Name]

[Month YYYY] – [Month YYYY]

- Redesigned category and product page SEO (URL structure, filters, faceted navigation, internal links), leading to a [XX]% increase in organic revenue and [YY]% growth in non-branded search traffic within [6] months.

[Local SEO Optimization Initiative] | [Multi-Location Business]

[Month YYYY] – [Month YYYY]

- Optimized [Google Business Profiles], local landing pages, and NAP consistency across major directories, resulting in [XX]% growth in local impressions and [YY]% increase in calls and direction requests from organic search.