



ZAHRA HASANI

SEO SPECIALIST

☎ [09024208004](tel:09024208004)

✉ zahrahsn76.com@gmail.com

in [zahra hasani](#)

🌐 [zahrahasanii.ir](#)

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SKILLS

hard skills

- On_page SEO
- Technical SEO
- Off-page SEO
- Local SEO
- Link building strategy
- Content creation
- Keyword research
- Reportage strategy
- WordPress Website design (HTML/CSS)
- Competitor Analysis
- User Experience (UX) Understanding

soft skills

- Communication Skills
- Adaptability to Algorithm Changes
- Project Management
- Analytical Skills



I am an SEO Specialist with nearly a year of experience in optimizing websites and creating impactful content. My journey started with self-learning and online courses, which allowed me to quickly advance from an internship to a full-time role in a digital marketing company. Throughout this time, I have developed and executed successful content strategies that boosted website traffic and visibility. Passionate about data-driven improvements, I continually refine my SEO tactics to achieve measurable results. Eager to grow further, I am excited to bring my skills to a forward-thinking company and contribute to its success.



WORK EXPERIENCE

Arsaap Agency | SEO Specialist July 2024 - Present / Full Time

- Successfully managed six websites, increasing their search engine rankings and organic traffic.
- Implemented content strategies that led to a substantial increase in clicks and impressions across all managed sites.
- Developed and executed comprehensive SEO campaigns, resulting in significant improvements in website visibility and user engagement.
- Utilized data-driven insights to optimize website content, structure, and performance, achieving measurable results.
- Built and maintained effective relationships with clients and stakeholders, ensuring consistent alignment with business goals.
- Designed and developed WordPress websites with a focus on SEO best practices, user experience, and mobile responsiveness. Customized themes, plugins. and widgets to meet client requirements

Implemented reportage campaign

- Created high-quality. SEO friendly content for websites. blogs, and social media platforms. Optimized content for target keywords, readability, and user engagement

TOOLS

- Google search console
- Screaming frog
- Clarity
- Google analytics 4
- SEMrush
- Ahrefs
- Google Keyword Planner
- GTmetrix
- KW finder
- WordPress
- Moz
- Canva
- Rank math
- Chat GPT 4
- Adobe Photoshop
- Adobe After Effects

LANGUAGES

- Persion(native)
- English (Fluent)

Result

- Successfully optimized a website from the ground up, achieving a 255% increase in clicks and 4.17K impressions in six months. Improved average position to 9.6 and maintained a 6.1% CTR through strategic SEO efforts(One of the sites).

Arsaap Agency | SEO specialist intern July 2024 - September2024| Full Time

- Perform content calendar strategy based on keyword targeting
- Conducted comprehensive website audits to identify SEO issues and opportunities for improvement.
- Implemented on-page optimization strategies including keyword research, meta tags optimization, and content optimization.
- Developed and executed off-page SEO strategies such as link building and outreach campaigns to increase website authority.
- Analyzed website performance using tools like Google Analytics, Clarity and Search Console to track key metrics and make data-driven decisions.
- Created and optimized content for search engines to improve organic search rankings and drive targeted traffic.
- Stayed updated with industry trends and algorithm changes to adapt strategies and ensure continued success in SEO efforts.



COURSES AND CERTIFICATIONS

- Self-taught SEO skills acquired - online courses on YouTube.
- Self-educated in content creation - online courses on YouTube
- Self-educated in WordPress - online courses on YouTube
- Adobe Photoshop - 2021
- Adobe After Effects - 2023



EDUCATION

Master of arts | 2023_present
Al_zahra University

Bachelor of Biotechnology | 2016_2020
Sana University