

# Mohammad Hossein Rahmani

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## SEO Manager

### About me

I started my career in SEO 8 years ago. So far, I have had more than 26 successful projects in E-commerce, E-learning, Industries, IT, Consulting, and corporation Websites. Five years ago, I completed my expertise in other areas of digital marketing. I am eager to learn, patience, and in love with Google algorithms.

### Job Experience

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#### Chief Marketing executive | Amanj Academy | December 2018 – Present (2 yrs. 11 mos.)

- Over 51% of Sales through Social channels after 2 years
- Increasing web traffic 40% after 2 years
- Decrease CAC 21% from social media after 2 years
- Over 8k Social visitors weekly after 1.5 years
- Over 22K Instagram Organic Followers after 2 years
- Increasing engagement rate 4.3% after 2 years
- Content marketing, planning, and strategy
- Optimizing customer journey through data analysis by 11%
- Increasing customer retention by 14% by automation marketing

#### SEO Manager:

- Ranking over 414 keywords on the first page of SERP
- Moved up the average weekly content production from one a week to 8 content per week after 1 year.
- Producing and Optimizing over 126 Contents
- Over 16.7K Organic Visitors Weekly After 1 Year
- I managed to write Copywriting SEO for the products, resulting in a 3% uplift in CR
- 54% of Sales through Google visitors seasonally after 1 year
- With the correct knowledge of algorithms, we had the least change of position in frequent Google updates
- Over 2.5k organic visitors by brand name search by using SEO in Social Media

## SEO Manager | UTKarafarini | April 2017 – Dec 2018 (1 yrs. 9 mos.)

- Ranking over 131 keywords on the first page of SERP
- Over 9.5k organic visitors weekly after 7 months
- 11% growth in CTR by using the right technic in Title, Structure Data, Meta Description, ...
- 31% of Sales through Organic visitors seasonally after 7 months
- Using Video SEO in YouTube to attract more visitors and Off-Page SEO

## SEO Course Instructor | Amanj Academy | Nov 2017 – Present (4 yrs. 1 mos.)

This course, which was held On-site before Corona and Online After that, focused on SEO from scratch. Students will enter this course without any prerequisites and become SEO experts by doing projects on a real website. The duration of this course was 75 hours. More than 481 students have graduated from this course, and the top 16 have worked with me as interns.

## SEO Manager | Freelancer | Sep 2017 – Present (8 yrs. 2 mos.)

- More than 26 successful projects as SEO Manager in an 8-person team
- Subjects: E-commerce, E-learning, Industries, IT, Consulting, and corporation Websites

## Skills & Abilities

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**SEO:** Technical SEO, SEO Audit, Keyword Research, SEO Strategy, Content Strategy, Content Production, Content Marketing, Backlinks, Reportage, PBN, Social Signal, Social Media SEO, YouTube SEO, Local SEO, Voice SEO, HTML/CSS, WordPress, Joomla, WordPress

**Digital Marketing:** Search Engine Marketing, Social Media Marketing, Advertising, Digital Marketing Strategy, Content Marketing, Content Strategy, CRO, Email Marketing, SMS Marketing, Paid ads, Data Analysis, Campaign Management, Lead Generation, Sales

**Google Tools:** Search Console (Webmaster tools), Analytics, AdWords, Tag manager

**Tools:** Ahref, SEMrush, Keyword Planner, KeywordTools, KWFinder, Screaming frog, MOZ, Alexa, Chrome Extensions, Web Engage, Sender, COCO, HubSpot.

**Soft Skills:** Team Work, Adaptability, Proper articulation, Leadership, patience, Eager to learn, Time Management, Persusation, Problem Solving

## Education

## Languages

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**Bachelor | 2017 | Tehran University**

Geomatic Surveying Engineering

**Persian:** Native

**English:** Fluent