



# Mani Meskartehrani

Gmail (778) 361- 0725 Vancouver, BC, CA LinkedIn

## PROFESSIONAL SUMMARY

Detail-orientated, proactive and responsible SEO Analyst, with a get-it-done, on-time and high-quality product spirit. Motivated and data-driven SEO specialist with solid knowledge of technical SEO and on-page SEO with skilled in data analysis, data visualization, keyword research, and SEO strategy development.

## SUMMARY OF SKILLS

- Working experience with the most well-known SEO tools such as Ahrefs, SEMRush.
- Experienced with programming languages such as Python and JavaScript.
- Working experience with technical SEO tools such as screaming Frog and GSC.

## KEY SKILLS

- HTML/CSS/JavaScript
- Python / SQL
- Advanced Excel
- keyword research
- On page SEO
- Ahrefs / SEMRush
- Tabealu / PowerBI
- Technical SEO (Screaming Frog)
- Google Search Console
- Google Analytic

## WORK HISTORY

**SEO Specialist** July 2022 – Feb 2024

Resulta | Bedford, NS

- Conducted keyword clustering and semantic SEO strategies, by focusing on contextual understanding, natural language processing, entity recognition, and structured data markup, ensuring that content aligns with user intent and delivers more accurate and relevant search results.
- Collaborated closely with the content team to implement on-page SEO techniques for published content, with a specific emphasis on entity optimization strategies.
- Performed comprehensive backlink analysis to evaluate the quality, relevance, and authority of inbound links, identifying opportunities for optimization and developing strategies to enhance the overall backlink profile.
- Monitored and Fixed technical issues found on Google search console, Ahrefs and Screaming Frog crawl on an ongoing basis result in 10% increase.
- Implemented a automated page performance report using python library such as Panda, NumPy, Streamlit and GA4 and GSC API to provide actionable data-driven recommendation monthly.

**Digital Marketing Specialist (SEO Specialist) | Internship** Oct 2021 – Jan 2022

Vancoweb (Digital Marketing Agency) | Hastings, BC

- Conducted keyword research, analysis, and optimization using SEMrush, Ahrefs, Google keyword planner, Google search console.

**Website Specialist (SEO)** Jun 2016 – Jan 2020

IPM-IRNIC | Tehran, Iran

- Performed in-depth web analysis to discover technical issues and created an optimization plan to resolve them with the technical team, which resulted in 21% increasing traffic.

## EDUCATION

**Master of Business Administration** | Digital Marketing Oct 2020 – Jan 2022

University of Canada West – BC, CA

**Bachelor of Engineering** | Software Sep 2007 – July 2012

University of Guilan – Rasht, Iran