



# ERFAN NAZARI

SEO Manager

## About Me

I'm a senior SEO specialist with +5 years of experience with different companies. A craving to learn and provide creative solutions to unique problems drives me further in my job. I started my career path with content strategy and continued my way to SEO and professional technical SEO. I am data-driven person, multitasking, a team player, and innovative while facing challenges. I try to lead my life towards my interests and face every challenge in this way while enjoying the whole path.



+98 991 2066 287



work@erfangt.ir



<https://www.linkedin.com/in/erfangt/>



erfangt.ir



Majidieh, Tehran

## EXPERTISE

- Management Skills
- Creativity
- Digital Marketing
- Negotiation
- Critical Thinking
- Leadership

## EXPERIENCE

### ADM Group

#### Senior SEM Specialist

Oct 2024 - Present (9 months)

Some of the challenges I was involved include:

1. Define, analyze, and communicate key performance indicators (KPIs) for seven holding websites.
2. Create management reports, and optimize SEO and Google Ads strategies for the websites.
3. Plan website content production tailored to the personality and goals of each brand.
4. Conduct comprehensive website optimization.
5. Provide recommendations for increasing leads through SEM for each website.
6. Plan the structure of new websites in alignment with brand objectives.
7. Planning to insert advertisement report for each website according to the proposed budget

### Keysun

#### SEO Consultant (Part time)

Apr 2024 - Jul 2024 (3 months)

Some of the challenges I was involved include:

1. Complete redesign of the website.
2. Growth strategy based on key business keywords.
3. Establishing a content team.

### Shamsjavid & Petrohanik

#### Technical-site SEO Specialist (Part time)

Feb 2024 - May 2024 (2 months)

Some of the challenges I was involved include:

1. Implement technical optimizations in conjunction with the website redesign.
2. Achieve a Lighthouse score of over 90.
3. Eliminate redundant and low-traffic (zombie) pages by consolidating them.

## Seolab

### SEO Specialist

May 2022 - Apr 2023 (1 year)

The projects I had in this agency are:

- Ramak
- Ostadsalam
- Shouder
- Mrbilit
- Derak Cloud

Some of the challenges I was involved include:

In the agency, each project has its own challenges, but in general, the following can be mentioned:

1. Addressing bugs and implementing positive strategies for internal SEO, external SEO, and technical aspects of the website.
2. Providing monthly reports detailing completed tasks, outstanding tasks, and overall website growth.
3. Establishing an automation system for the processing of SEO tasks (SCOT).

## Billigbook

### Co-founder

Dec 2020 - May 2022 (1 yrs 6 mo)

Some of the challenges I was involved include:

In the agency, each project has its own challenges, but in general, the following can be mentioned:

Business Management

In-depth study in the areas of customer attraction and retention, including:

- Break-even Analysis: Identifying the break-even point for lead generation and new customer acquisition costs across various channels, while determining their lifetime value.
- Automated Data Pipeline: Developing an automated data pipeline to eliminate manual reporting processes that previously took weeks to compile.
- Digital Analytics and Performance Marketing: Establishing a robust digital marketing infrastructure and leveraging data to optimize campaigns and maximize ROI using Google Analytics 4, Looker Studio, and Google Tag Manager.
- Marketing Automation: Implementing GetResponse as an automation tool to maximize conversion rates.

**Starcyclet**  
Webmaster  
Jan 2019 - Dec 2020

**Vazinplast**  
Webmaster  
Apr 2018 - Jan 2019

## EDUCATION

**Science And Research Branch**  
baccalaureate computer science, Computer  
Programmingt

## SKILLS SUMMARY

Wordpress	Semrush
Ahref	Sceamingfrog
Kwfinder	HTML & CSS
Page speed insight	Link building
Technical SEO	Design Process
Google Analytics	SEO strategy development
Google Ads	Strategic planning
Project Management	Seo analytics and tracking