

ALI HAMIDI

Sr. SEO Specialist

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SUMMARY

I am an **SEO Specialist** with **four years of experience** in diverse **languages** and industries. Skilled in **Technical SEO, On-Page SEO, and Off-Page SEO**, I excel in **keyword research**, managing scalable **content strategies**, building **backlinks**, and identifying trends. My **developer background** aids in optimizing technical sides of project, while my data-driven approach ensures effective monitoring, reporting, and **analyzing data** for strategic decisions and **Conversion Rate Optimization**.

TOOLS

Semrush, Ahrefs, Moz, Google Search Console, Google Ads, Google Analytics 4, Google Tag Manager, Google Data Studio, Screaming frog, Lumar (Deep Crawl), SimilarWeb, Hotjar, Microsoft Clarity, Canva, Chat GPT

EXPERIENCE

Webmaster at Mealzo (1/2024 – Present)

Mealzo is an online food ordering company located in Glasgow/UK. **Achieved remarkable results such as:**

- Enhanced the technical side of project, fixed redirection problems, improved core web vitals and fixed the indexability issues.
- Migrated website from CSR to Server-side Rendering (SSR) which was a big boost.
- Planned to create 18000 new pages within an automated infrastructure.
- Increased volume of orders through organic search channel by +33%.

Google Search Console / Google Analytics 4 / Google Tag Manager / Google Data Studio / Semrush / Ahrefs / Similar Web / SpyFu

Senior SEO Specialist at Oabeans (4/2022 – 2024)

Oabeans is a Saas company based in Toronto/ Canada in the arbitrage industry. **Achieved remarkable results such as:**

- Grew from a zero website to rank #1 in more than 80% of all competitive and valuable keywords in the industry.
- Reached out to more that 100k monthly traffic.
- Conversion Rate Optimized for the website, which ended up reaching +400 orders per month.
- Established +8,000 backlinks to date, including high-authority links from sites like "entrepreneur.com", "usawire.com".
- Became one of the leaders in the industry, making organic search one of the main revenue channels of company.

Google Search Console / Google Analytics 4 / Google Tag Manager / Google Data Studio / Semrush / Ahrefs / Similar Web / Wordpress

SEO/SEM Specialist at MehmetEfendi (4/2020 – 10/2021)

MehmetEfendi is a B2C company and a big name in the coffee industry in Turkey. **Achieved remarkable results such as:**

- Increased Local Search traffic by +25 %
- Boosted ROAS in Google Ads search campaigns by +50 %
- Doubled Brand search of company, increasing awareness around the market.
- Improved KPI system and dashboards for performance monitoring Based on ROI and production process.

Google Ads / Google Analytics 4 / Google Tag Manager / Ubersuggest / Semrush / Alexa / Nightwatch

SEO Coordinator at Mahoorsoft (10/2021 – 4/2022)

Mahoorsoft, B2B company based in Iran in the CRM industry with +600 customers. **Achieved remarkable results such as :**

- Utilized CRM insights to conduct advanced keyword research and audience segmentation for B2B users inside the product.
- Enhanced product user interaction optimized for voice search queries and increased voice search usage by 30%.
- Boosted web page visibility in the Search Engine Result Page (SERP) by adding Schema markup, resulting in +20% CTR.
- Launching and improving four new lines of services and preparation for scale-up.

Google Analytics 4 / Ahrefs / Semrush / Screaming frog / Python

EDUCATION | CERTIFICATIONS

Issued in 2024	Technical SEO Credential ID: 477d2edb72	Semrush
Updated in 2024	Advanced Google Analytics 4 Enrolled in Google Analytics Academy	Google
Issued in 2024	Digital Marketing Analytics: Tools and Techniques Credential ID: e15bef87e5224deca337d0cb12c1cf29	University System of Maryland

SKILLS

Expertise: SEO Strategy, Technical SEO, On-page SEO, Off-page SEO, Local SEO, Keyword Research, SEM, PPC Campaigns, Web Analytics, Conversion Rate Optimization, Content Management, Data Visualization, Marketing Data Analysis, Paid Ads

other Skills: **Blockchain Knowledge, Web 3.0 Fundamentals, DeFi basics, Cryptocurrency,** HTML, CSS, Java Script, React, Word-Press, A/B Testing, UX Research, Scrum

Soft Skills: Data-driven thinking, Adaptability, Patience and Persistence, Team work and Collaboration, Communication, collaborating actively with other teams.

Updated in 2024	Google Ads Search Credential ID: 286980760	Google
Updated in 2024	Google Ads Display Credential ID: 298338629	Google
Updated in 2024	Google Data Studio Enrolled in Google Analytics Academy	Google
Issued in 2024	Foundation of Digital Marketing and E-commerce Credential ID: ZLUFL24LRUMZ	Google
Issued in 2023	Master of Information Technology Enrolled, Full time program for education	Shiraz University
9/2018 - 9/2022	Bachelor of Computer Science Enrolled, Full time program for education	Shaheed Madani University

LANGUAGES

English - C1, **Turkish** - C2, **Farsi** - Native