

Contact

Tehran/Iran
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Top Skills

Search Engine Optimization (SEO)
technical seo
Search Engine Marketing (SEM)

Languages

English (Limited Working)
Turkish (Limited Working)
Persian (Native or Bilingual)

Certifications

Introduction to Data Studio
Google Analytics for Power Users
Fundamentals of Digital Marketing
Advanced Google Ads
Blogging for Business

Nazanin Teymoori

Senior SEO | SEM Specialist
Tehran, Tehran Province, Iran

Summary

A focused, responsible and passionate about learning SEO/SEM Expert with +6 experience in Technical, Content, and Link building at competitive markets. with a proven track record of growing organic website traffic through tactics and strategies and data-driven SEO analysis and optimization. A strategic thinker and Results-driven SEO/SEM Expert with a growth mindset committed to implementing Strategies for overall SEO program improvement, traffic, and revenue growth. Seeking to data analysis skills, and broad technical SEO knowledge as an SEO/SEM Expert.

My Skills:

- Keyword Research
- Technical and Content Website Audit
- Developing SEO Strategy, SEO Content Strategy, and Planning
- Data Analysis and Data-Driven Optimization for Traffic and Conversions
- Project Management and Leadership Skills
- Skilled in Communication and Collaboration
- Strong Critical thinking, Time Management
- Developing and Execute a top quality link building strategy
- Constantly checking competitors and finding opportunities
- Managing Google Ads accounts to Maximum Performance
- Deep understanding of SEO tools (Semrush, Moz, Ahrefs, Kwfinder, Screaming Frog, etc.)
- Deep understanding of Performance tools (Google Analytics, Google Tag Manager, Hotjar, etc.)
- Proficient in HTML, and Limited work in CSS and JavaScript
- Constant monitoring of new developments within the SEO realm

Experience

Bitalin | بیت‌الین
Senior Search Engine Optimization
July 2022 - Present (7 months)

Tehran, Iran

Bitalin is a newly founded and promising group that has entered the Iranian cryptocurrency market with strength.

My responsibilities:

- Developing a Comprehensive SEO Strategy
- SEO collaboration with tech, marketing, and content teams
- Developing Content SEO Strategy to Increase Organic Traffic and Conversions through our Blog
- Monitoring +30 Competitive keywords, improve and maintain top rankings
- Keyword research and strategy to Maximize valuable traffic
- Technical Audit and Monitor for SEO Success through product development
- Strategy Define, Execution, and Making the process of Off-Page SEO
- Research SEM opportunities, start Google Ads, and optimize Campaigns

وردپرس همیار | HamyarWP

Senior Search Engine Optimization

July 2021 - June 2022 (1 year)

Tehran, Iran

Hamyarwordpress is the oldest website design company with WordPress in Iran. This company is one of the most successful website design and training companies in about 15 years of operation.

My responsibilities:

- SEO collaboration with digital marketing and tech team
- Developing Content SEO Strategy to Increase Organic Traffic and Conversions through Blog
- Monitoring +30 Competitive keywords and taking immediate actions to improve and maintain top rankings
- Keyword research and strategy to Maximize valuable traffic
- Technical Audit and Monitor
- Strategy Define and Execution of Off-Page SEO

Achievements :

- Increase valuable keyword Ranking in the First google SERP (+3 step)
- Increase Traffic by +15% on the blog
- Gain high-quality backlinks from +15 new domains

Freelancer

Search Engine Optimization/Marketing Executive

October 2019 - June 2021 (1 year 9 months)

Tehran, Iran

Working on +10 different projects in medicine, network, security, online sales, beauty, gold and silver, astronomy, immigration, real estate, and ...

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My responsibilities:

- Plan, develop, and implement a comprehensive SEO strategy
- Work towards organic search optimization and ROI maximization
- Identify and monitor SEO KPIs
- Prepare and present reports regularly
- Suggest improvements in process and productivity optimization
- SEO collaboration with tech, product, and content teams
- Developing Content SEO Strategy to Increase Organic Traffic and Conversions
- Monitoring +100 Competitive keywords and taking immediate actions to improve and maintain top rankings
- Technical Audit and Monitor all the implementation steps
- Strategy Define, Execution, and Mak the process of Off-Page SEO
- Managing and solving the challenges of +25 Google Ads campaigns to the highest performance
- Market Research And Analysis
- Stay up to date with the latest SEO and digital marketing latest trends and best practices

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Achievements :

- Ranking 1 to 10 for almost every valuable keyword (+50)
- Increased Traffic by +200% on Landing pages and blog
- Gain high-quality backlinks from +300 new domains
- Sale increase +500%
- Website Redesign, technology, and migration with SEO Best practices and Optimizations
- maximizing traffic and SERP dominance in collaboration with SEM

Persia System

7 years 8 months

Search Engine Optimization/Marketing Consultant

February 2018 - September 2019 (1 year 8 months)

Tehran, Iran

My Responsibilities:

- Consultation and coaching SEO/SEM specialists in the team

- Setting goals and KPIs
- Define a strategy to reach goals
- Supervise processes and tasks
- Monitor results
- continuous training
- Find growth opportunities and advanced optimization
- Advising the SEM team to optimize the implemented and ongoing campaigns

Achievements:

- Top keyword rankings in target keywords
- +150% organic traffic growth
- making SEO/SEM the high-priority channel in the marketing department

Head Of Digital Marketing Team

January 2017 - February 2018 (1 year 2 months)

Tehran, Iran

Persia System is one of the main companies in the network and CCTV market in Iran. Our goal was to have more annual sales and have more branches and representatives all over Iran.

My Responsibilities:

- Handling strategic online initiatives
- Leading marketing campaigns from the idea stage through to their execution and implementation
- Monitoring and evaluating online media campaigns to keep them fresh and effective
- Directing the hiring of marketing and promotions staff and supervising their work
- Negotiating advertising contracts
- Working with other department heads and staff to discuss plans and marketing strategies
- Collaborating with finance staff to set and stay within budget
- Staying current with emerging opportunities in the digital marketing world

Achievements:

- Planning and implementation strategy of +20 campaign
- Improved brand awareness from 40%
- Performed analysis on websites to improve traffic
- Optimizing and increasing entries from social media campaigns
- 50% increase in conversion rate

Senior Search Engine Optimization/Marketing
November 2014 - December 2016 (2 years 2 months)
Tehran, Iran

My responsibilities are :

- Developing a Comprehensive SEO Strategy
- SEO collaboration with tech, product, and content teams
- Developing Content SEO Strategy to Increase Organic Traffic and Conversions through our Blog
- Monitoring +30 Competitive keywords and taking immediate actions to improve and maintain top rankings
- Keyword research and strategy to Maximize valuable traffic in all products
- Technical Audit and Monitor for SEO Success through product development
- Strategy Define, Execution, and Making the process of Off-Page SEO
- Research SEM opportunities, start Google Ads, and optimize Campaigns

Achievements :

- Ranking 1 to 5 for almost every valuable keyword (+50)
- Increased Traffic by +200% on Landing pages and blog
- Gain high-quality backlinks from +300 new domains
- Sale increase +400%
- Website Redesign, technology, and migration with SEO Best practices and Optimizations
- maximizing traffic and SERP dominance in collaboration with SEM

Search Engine Optimization Specialist
May 2013 - October 2014 (1 year 6 months)

My Responsibilities:

- Execution SEO Strategy
- Technical Audit and Improvements Strategy
- Keyword research and Target All keywords
- Improving Website Structure
- Execution off-page SEO
- Reporting on the process of work implementation

Achievements:

- Ranking 1 to 5 for almost every valuable keyword (+50)
- Increased Traffic by +200% on Landing pages and blog
- Gain high-quality backlinks from +300 new domains
- Sale increase +400%

- Website Redesign, technology, and migration with SEO Best practices and Optimizations
- maximizing traffic and SERP dominance in collaboration with SEM

Digital Marketing Expert

February 2012 - April 2013 (1 year 3 months)

Tehran, Iran

My Responsibilities:

- Developing and implementing a digital marketing strategy
- Research advertising trends And competitors' pricing and products
- Design and implement email marketing campaigns
- Monitor social media and Measure digital traffic
- Optimize paid advertising campaigns
- Creating and updating digital marketing reports
- Overseeing the digital marketing budget
- Managing the digital marketing calendar
- Brainstorm and implement experiments and conversion tests
- Overseeing the creation and maintenance of social media content
- Tracking digital marketing performance
- Develop projects to create content
- Publish digital marketing content online

Education

Islamic Azad University

Bachelor's degree, Computer Software Engineering · (January 2008 - January 2012)