

SAEED SHAHRIAR

Senior SEO Specialist

Growth Marketing • GEO / AEO • AI-Augmented Workflows

Bali, Indonesia (Remote - EMEA & EST overlap)

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PROFESSIONAL SUMMARY

Senior SEO Specialist with 6 years of global remote experience driving organic growth for North American markets. Combines deep technical SEO (Core Web Vitals, schema, crawlability) with content-cluster strategy, CRO, and emerging Generative and Answer Engine Optimization (GEO/AEO). Grew organic traffic by 562,000+ annual visits and delivered 150% ROI on paid budgets while leading cross-functional teams across multiple time zones.

CORE COMPETENCIES

- **Technical SEO:** Site Speed Optimization, Core Web Vitals, Schema Markup, Crawlability & Indexing, Log-File & Site Audits
- **SEO Strategy:** Keyword Research, On-Page & Off-Page Optimization, Link Building, Content Clusters, Topical Authority
- **Emerging SEO:** Generative Engine Optimization (GEO), Answer Engine Optimization (AEO), AI Citation Tracking, AI-Augmented Workflows
- **Digital Marketing:** Google Ads Management, Conversion Rate Optimization (CRO), Competitor Analysis, Reporting & Attribution

Tools: Google Analytics 4 (GA4) - Google Search Console - SEMrush - Ahrefs - Screaming Frog - Google Tag Manager - Looker Studio - WordPress - HTML - Prompt Engineering

PROFESSIONAL EXPERIENCE

Independent SEO Consultant – Freelance

Jan 2026 – Present

Remote (Bali, Indonesia)

- Provide technical SEO and growth consulting to cosmetic and dental clinics across Australia and Southeast Asia, delivering audit-driven roadmaps and implementation support.
- Grew a Bali dental clinic's organic visibility by 30% through Core Web Vitals fixes, schema deployment, and topic-cluster content targeting local and international patients.
- Design GEO/AEO strategies (citations, structured answers, statistics) to position client content for AI Overviews and answer engines.
- Built AI-augmented audit and reporting workflows that cut deliverable turnaround time by 40% while keeping analysis quality high.

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PROFESSIONAL EXPERIENCE

Webnus – Growth Marketing Lead (SEO & CRO)

Nov 2019 – Dec 2025

Ontario, Canada (Remote)

- Led organic growth strategy for North American markets, owning technical SEO, content, and CRO across a portfolio of WordPress properties while consistently meeting 100% of service-level agreements.
- Increased organic traffic by 562,000+ annual visits through technical audits, Core Web Vitals remediation, and restructuring content into topic clusters.
- Recovered and grew non-branded keyword rankings by 300% by fixing crawl and indexing issues and deploying schema markup across key templates.
- Managed a \$6,000/month Google Ads budget independently, achieving 150% ROI and a 30% lift in conversion rate through CRO and intent-aligned landing pages.
- Built AI-augmented reporting workflows (ChatGPT, Gemini, prompt engineering) that cut stakeholder meeting time by 30% while improving data accuracy.
- Partnered with engineering and content teams across EMEA and EST time zones, piloting GEO/AEO tactics to position content for AI Overviews and answer engines.

Shatel – Content Strategy Manager

Jan 2015 – Oct 2018

Tehran, Iran

- Managed digital content strategy for Iran's largest ISP and Telecom provider (2M+ users).
- Oversaw content operations for Namava (Leading VOD/Streaming Platform), ensuring high availability and engagement for millions of daily active users.
- Built a comprehensive knowledge base that reduced support tickets by 40%.

CERTIFICATIONS

- HubSpot Academy – SEO Basics, On-Page & Technical SEO, Link Building, Rich Results Optimization
- Google Ads – Measurement Certification
- SEMrush Academy – SEO Toolkit Fundamentals

LANGUAGES

- Persian (Farsi): Native
- English: Full Professional Proficiency