



# Fatema Akther Nupur

SEO Specialist

## Contact

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## About Me

SEO Specialist with 4+ years of experience specializing in technical recovery and organic growth. Expert in transforming design-heavy websites into search-friendly assets by resolving indexing barriers and optimizing Core Web Vitals. Proven track record in GA4 infrastructure, Advanced Schema, and Local SEO strategy to drive measurable visibility and site health across diverse industries. Dedicated to staying ahead of algorithm shifts to deliver data-driven solutions that ensure sustainable search dominance.

## Education

BBA Honours in Accounting  
Govt. M.M.College, Jashore  
2019-2023

MBA In Marketing  
Govt. Azom Khan Commerce  
College, Khulna  
Present

## Skills

- SEO
- Keyword Research
- Competitor Analysis
- ON-Page-SEO
- OFF-Page SEO
- Technical SEO
- SEO Audit
- E-commerce SEO
- Local SEO
- Teamwork
- Effective Communication
- Project Management

## Work Experience

August 2025 - March 2026  
Revival Architects

### SEO Specialist

- Resolved indexing barriers by optimizing render-blocking sliders and design-heavy elements.
- Developed full-scale On-Page and Off-Page strategies to boost organic search visibility.
- Implemented Technical SEO frameworks including Schema Markup and XML sitemaps.
- Orchestrated GA4 and Google Search Console setup for advanced performance tracking.
- Optimized Google Business Profile and local SEO to dominate regional search results.
- Managed a consistent content lifecycle through keyword-targeted blog publishing.

April 2025 - July 2025  
Cansoft Technologies Ltd

### Junior SEO Executive

- Designed SEO-optimized website layouts integrated with high-quality AI-generated content.
- Executed full-cycle On-Page and Off-Page SEO strategies to improve organic search rankings.
- Resolved Technical SEO issues and crawl errors via Google Search Console for site stability.

## SEO TOOLS

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- SEMrush
- Moz
- Ahrefs
- Ubersuggest
- Screaming Frog
- Bright Local
- Omega Indexer

## Language

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English (Conversational)

Bengali (Native)

Hindi (Conversational)

## Work Experience

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- Implemented advanced Schema Markup and image Geo-tagging to boost local search relevance.
- Conducted local citation building to strengthen the digital footprint for targeted locations.
- Maintained rigid SEO structures across new web pages to ensure long-term ranking potential.

2024 - 2025

Dinivrey

### SEO Specialist

- Identified and resolved technical SEO issues affecting site functionality and search ranking.
- Ensured all web pages were optimized for search engines following best SEO practices.
- Conducted a thorough on-page SEO optimization to improve website performance.

2023 - 2024

Rit Concept

### OFF Page SEO Specialist

- Off-Page SEO - Developed high-authority foundational backlinks.

2022 - 2023

Nivito

### OFF Page SEO Specialist

- Conducted link audits and successfully removed toxic backlinks to improve domain health.
- Developed high-authority backlink profiles using .edu links, foundational citations, and guest blogs.
- Orchestrated large-scale link indexing campaigns using Omega Indexer for rapid search visibility.

2021 (5 Month)

Semicolon IT Solutions

### SEO Intern

- Authored high-quality blog content optimized for target keywords and user search intent.
- Executed backlink creation strategies to build domain authority and referral traffic.
- Managed social media profiles to enhance brand signals and support organic search visibility.
- Identified and resolved technical SEO errors through regular site health monitoring.
- Conducted on-page optimizations to ensure all content met strict SEO quality standards.