

FATEMA AKTHER NUPUR

SEO SPECIALIST

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SUMMARY

SEO Specialist with agency and freelance experience in technical, on-page, off-page, local and e-commerce SEO. Skilled in Answer Engine Optimisation (AEO), Generative Engine Optimisation (GEO), keyword research, content optimisation and SEO audits. Experienced in managing client websites, resolving technical issues and improving search rankings, with a focus on visibility across search engines and AI platforms.

PROFESSIONAL EXPERIENCE

SEO Specialist - DataDropX

May 2026 – October 2026

- Conducted keyword research and competitor analysis to identify ranking opportunities.
- Fixed metadata errors, keyword gaps, and technical SEO issues affecting page indexing.
- Published targeted blogs and optimized website content using AEO and GEO principles to improve search visibility.
- Optimized 20 blog pages through keyword research and on-page SEO, improving rankings across 12 measured pages, including average search positions moving from 11.66 to 6.70 and 10.95 to 7.10.
- Optimized incomplete Google Business Profiles by adding accurate business details.
- Overcame access and approval challenges through step-by-step client coordination, helping targeted keywords reach Google's first page.
- Managed multiple SEO projects and kept clients updated on progress.

SEO Specialist - Revival Architects

August 2025 – March 2026

- Developed SEO-friendly website structures and optimized AI-assisted content to improve user engagement and search visibility.
- Planned and tracked full-cycle on-page and off-page SEO tactics to drive organic search rankings.
- Fixed technical SEO issues and crawl errors to improve website crawlability.
- Implemented schema markup and optimized website images for relevant service pages.
- Built local citations to strengthen the digital footprint and brand authority across target locations.
- Maintained clean SEO structures on new web pages to support long-term organic growth.

SEO Executive - Cansoft Technologies Ltd

April 2025 - July 2025

- Designed two websites and published SEO-optimized content, using relevant keywords, clear headings, and metadata to support organic search visibility.
- Optimized page titles, meta descriptions, headings, and keyword placement for on-page SEO.
- Identified and resolved technical SEO issues and crawl errors using Google Search Console to improve website crawlability.
- Implemented schema markup to help search engines understand website content.
- Built local citations and backlinks to strengthen business visibility across target locations.
- Maintained consistent SEO structures across new pages to support long-term organic growth.

SEO Intern - Semicolon IT Solutions

2021 (5 months)

- 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.

FREELANCE PROJECTS

SEO Specialist - Dinivrey

April 2025 - July 2025

- Optimized page titles, meta descriptions, headings, and keyword placement to improve on-page SEO and help search engines understand each page’s topic.
- Updated website content to match search intent and target relevant keywords, improving clarity, relevance, and usefulness for visitors.
- Identified and fixed technical SEO errors to improve website crawlability.
- Improved internal linking to connect relevant pages and strengthen website structure.
- Monitored indexing issues and search performance using Google Search Console.

Off-Page SEO Specialist - Rit Concept

2023 - 2024

- Created profile backlinks, Web 2.0 links, article submissions, and local business listings.
- Reviewed backlink quality and monitored newly created links to track off-page SEO progress.

Off-Page SEO Specialist - Nivito

2022 - 2023

- 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.
- Monitored backlink indexing and search visibility using SEO tools.

PROFESSIONAL SKILLS

Keyword Research	Technical SEO	On-Page SEO	E-commerce SEO
Competitor Analysis	SEO Audits	Off-Page SEO	Schema Markup
Content Optimisation	AEO & GEO	Local SEO	Performance Reporting

SEO TOOLS

Google Search Console	Google Analytics 4 (GA4)	Semrush, Ahrefs	Screaming Frog
Google Tag Manager	Rank Math, Yoast SEO	Ubersuggest	BrightLocal

EDUCATION

MBA in Marketing

2024 - 2025

Govt. Azom Khan Commerce College, Khulna

BBA in Marketing

2019 - 2023

Govt. M.M. College, Jashore

ADDITIONAL INFORMATION

- **Languages:** English, Bengali, Hindi.
- **Certifications:** LEDP SEO Certification | CodemanBD SEO Certification | Semicolon IT SEO Certification | Semrush SEO Fundamentals Certification
- **Awards/Recognition:** Best SEO Trainee — LEDP (2021) | Best Performing Intern — Semicolon IT Solutions (2021)