

Amir Ahmadi

SEO & SEA Specialist

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PERSONAL PROFILE

SEO & SEA Specialist with expertise in technical SEO, on-page optimization, and keyword strategy. Experienced in SEO audits, performance optimization, and data-driven growth of visibility and conversions. Skilled in WordPress, GA4, GTM, and major SEO tools, with knowledge of Entity Optimization (GEO / AI SEO basics). Experienced in aligning SEO and Google Ads through keyword strategy, landing page optimization, and performance analysis (CTR, conversion rate).

WORK EXPERIENCE

SEO & SEA Specialist & Founder

Easy Click Project / Berlin / 2022-Now

(Freelance Digital Marketing Team – Working with multiple clients including Abatamim Giti, fakhar group, and others)

- Developed and executed SEO strategies (keyword research, technical audits, on-page optimization) aligned with performance goals.
- Managed multi-client SEO and digital projects, improving organic visibility, conversions, and overall marketing performance.
- Designed and optimized WordPress websites and landing pages focusing on UX, SEO, and conversion rate (CRO).
- Led a 6-member digital team (SEO, PPC, Web, Content, Design) and coordinated cross-channel marketing activities.
- Implemented GA4, GTM, and tracking setups to support data-driven optimization across SEO and paid campaigns.

SEO Specialist

TPI Digital marketing Agentur / Berlin / 2023-2024

- Executed SEO audits & implemented on-page/technical improvements.
- Improved rankings through content restructuring and performance analysis (GA4).
- Collaborated with product & design teams to optimize landing pages.

SKILLS

Technical SEO:

Technical Audits (Screaming Frog, Seobility),
Crawl- & Indexation Management, Page Speed
Optimization (Core Web Vitals), Schema Markup,
Site Architectur, URL Structure Optimization

Off-page SEO:

Backlink Strategy & Outreach Coordination,
Backlink and Link Profile Analysis, Competitor Gap
Analysis, Trend Monitoring.

Tools:

Ahrefs, SEMrush, Sistrix, Screaming Frog, GTM, WordPress, PageSpeed Insights.

On-page SEO:

Keyword Research & Intent Mapping, Content
Optimization (Meta, Structure, UX), Content
Briefing and audit, Internal Linking Strategy,
WordPress SEO, SERP Analysis,

Analytics & Reporting:

GA4, Google Search Console, Data-driven SEO
Analysis, KPI Tracking, Reporting & Präsentation
von Handlungsempfehlungen, Dashboarding
(Looker Studio), A/B Testing.

EDUCATION

International Business
Management, Bachelor
BSP BERLIN
2019-2023

Veterinary Medicine,
Bachelor
Ferdowsi
2012-2017

Languages

Persian (Native),
German (C1), English
(C1)