Saeed Shahryar

Search Engine Optimization & Google Ads Specialist

Remote (Available for EMEA & EST overlap) | 6 Years Of Remote Experience

Languages: English (Professional proficiency) | Persian (Native)
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Professional Summary

Senior SEO Strategist with 6 years of continuous remote experience for Canadian and global tech companies.

Expert in driving organic growth (562K+ annual visits) while collaborating asynchronously across time zones. Proven track record of managing $70k+ annual ad spend and leading technical audits independently.

Fully equipped for **immediate remote onboarding** with a complete home-office setup.

Key Achievements

- Increased organic sessions by **562,000+** year-over-year for a Canadian SaaS client through end-to-end SEO audits and content optimization.

- Achieved **top 1–3 SERP positions** for 600+ high-value keywords in WordPress, technology, and digital marketing verticals.

- Managed a **$6,000/month Google Ads portfolio**, driving a 150% return on ad spend and consistently lowering cost per acquisition.

- Optimized on-page elements for **300+ blog articles**, lifting average time on page by 40% and improving click-through rates by 25%.

- Implemented AI-driven SEO toolchain (ChatGPT, CoPilot, Gemini) to automate audit reporting and competitor analysis, cutting manual hours by 30%.

Core Skills

SEO & Content Strategy

- SEO Audits & Strategy · Keyword Research & Intent Clustering
- On-Page & Off-Page SEO · Link Building · Guest Blogging
- Technical SEO (Site Speed, Mobile Optimization, Crawlability)
- Competitor Analysis · Algorithm Trend Tracking · Multilingual SEO
- Conversion Rate Optimization (CRO)

AI-Driven SEO & Automation

- AI-Powered Optimization · Prompt Engineering · Content Generation
- Audit Automation · Competitor Monitoring via AI
- Tools: ChatGPT · CoPilot · Gemini

Website & Performance Optimization

- WordPress Management (Elementor, Plugins, Security, WooCommerce)
- Front-End Design · Performance Troubleshooting · Core Web Vitals

Digital Marketing & Paid Ads

- Google Ads (Campaign Setup, Targeting, Optimization, ROI)
- Content Marketing · Email Marketing · Social Media Engagement

Tools & Platforms

- SEO: SEMrush · Ahrefs · Moz · SpyFu · Screaming Frog · GSC
- Analytics: GA4 · Tag Manager · GTmetrix · PageSpeed Insights · Lighthouse
- Visuals: Canva · Adobe Photoshop · Illustrator
- Remote Collaboration: Slack, Jira, Asana, Trello, Zoom, Google Workspace, Loom (Async Video).

Professional Experience

Search Engine Optimization & Google Ads Specialist (Remote)

Webnus (Ontario, Canada) | 2019 – 2025

- Served as the primary SEO lead for a Canadian SaaS company for 6+ years, working remotely with 100% reliability.
- Scale: Delivered 562K+ incremental organic visits through technical audits and content clustering.
- Autonomy: Independently managed a $6,000/mo Google Ads budget, achieving 150% ROI without need for micromanagement.
- Workflow: Streamlined remote reporting using AI automation (ChatGPT/Gemini), reducing meeting times by 30%.

Early Career

Content Strategy Manager

Shatel (Leading ISP & Telecom Provider, 2M+ Users) | 2015 – 2018

- Managed digital content for Namava (Major VOD Platform/Streaming Service), ensuring high availability and user retention for millions of daily active users.

Featured Certifications

- **HubSpot Academy:** SEO Basics, On-Page & Technical SEO, Link Building, Rich Results Optimization (2024)
- **Google Ads** - Measurement Certification
- **SEMrush Academy**: SEO Toolkit Fundamentals

Remote Work Profile

- **Remote**: Immediate availability, 40+ hours/week
- **Payment**: Fully set up for international invoicing via PayPal & Crypto