

Naina Rao

SEO Specialist · FICTIONAL SAMPLE

Ahmedabad, India

Summary

Fictional demonstration candidate. All employers, education, projects, achievements and outcomes are illustrative and unverified. Not a real application or licence record. SEO Specialist with an illustrative 12-year career in digital acquisition, lifecycle marketing and performance measurement. Combines technical seo, content research, site audits with disciplined documentation, practical coordination and clear communication. The sample career progresses from focused execution to independent workstream ownership, with responsibilities and boundaries described for each appointment. Selected work includes technical content audit, topic-led content architecture and search performance review. These examples explain the original problem, individual contribution, deliverables, review approach and remaining limitations rather than relying on unsupported headline claims. Prepared for experienced seo specialist opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes Postgraduate diploma in Digital Marketing. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established. Turn a clear brief into dependable digital acquisition, lifecycle marketing and performance measurement work: understand the context, apply technical seo and content research, record the evidence and explain the limitations before handover.

Experience

SEO Specialist - Meridian Digital Marketing (fictional)

2023-07 - Present

Independent ownership of scoped seo specialist work, coordinating contributors and making review requirements explicit. Includes the first two selected work examples. Mapped crawl issues and prioritised repair tickets. Grouped intent and designed contextual internal links. Led brief clarification and prioritised work using technical seo, content research and site audits. Raised unresolved constraints before committing to the next stage. Coordinated peer reviews and handover preparation; used a campaign or channel brief to distinguish completed work, assumptions and follow-up needs. Supported colleagues with practical examples of internal linking and maintained a concise learning record after important assignments. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Senior SEO Specialist - Northline Digital Marketing (fictional)

2019-07 - 2023-06

Owned defined assignments and supported cross-functional coordination. Developed deeper practice in site audits and internal linking. Compared page cohorts and documented competing hypotheses. Translated incoming requirements

Skills

technical SEO

Applied to technical content audit through documented preparation, execution and review.

content research

Applied to topic-led content architecture through documented preparation, execution and review.

site audits

Applied to search performance review through documented preparation, execution and review.

internal linking

Applied to technical content audit through documented preparation, execution and review.

search analysis

Applied to topic-led content architecture through documented preparation, execution and review.

structured content

Applied to search performance review through documented preparation, execution and review.

crawl diagnostics

Applied to technical content audit through documented preparation, execution and review.

reporting

Applied to topic-led content architecture through documented preparation, execution and review.

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into a sequenced plan and aligned responsibilities with the project or service owner. Applied search analysis and structured content to resolve delivery questions while maintaining source and decision notes. Introduced reusable working documents and reviewed exceptions with the responsible specialist rather than silently changing scope. Prepared a experiment and performance review so the next team could understand the work and remaining questions. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

SEO Specialist - Cedarbridge Digital Marketing (fictional)

2016-07 - 2019-06

Progressed from supported tasks to independently managed assignments, with review available for unfamiliar or higher-risk decisions. Handled recurring work involving technical seo and content research using a documented preparation and review process. Supported topic-led content architecture by organising inputs, maintaining issue notes and incorporating reviewer feedback. Coordinated colleagues and internal stakeholders using concise status updates, clear questions and agreed next steps. Improved record consistency through crawl diagnostics and documented handover expectations. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Assistant SEO Specialist - Cedarbridge Digital Marketing (fictional)

2014-07 - 2016-06

Built practical foundations through supervised assignments, routine documentation and feedback from experienced colleagues. Assisted with technical seo and site audits within an agreed scope and escalated unfamiliar work. Prepared inputs and checked completeness before passing work to the responsible reviewer. Maintained task records and learned to communicate assumptions, constraints and observed problems clearly. Applied review feedback to subsequent assignments and developed a dependable working routine. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Education

Postgraduate diploma in Digital Marketing - Asterbridge Institute of Professional Studies (fictional institution)

2013-07 - 2014-05

completed - fictional record technical SEO content research internal linking Specialist study on technical content audit; an illustrative learning project, not a published result.

B.Sc in Computer Applications - Cedarhaven College of Applied Studies (fictional institution)

2010-07 - 2013-05

Certifications

Marketing measurement lab

Meridian Professional Learning Studio (fictional) 2023
continuing learning - not a licence or certification
Technical seo and internal linking in the context of seo specialist work. Used reflective exercises and a bounded practice example related to technical content audit.

Audience research workshop

Meridian Professional Learning Studio (fictional) 2024
continuing learning - not a licence or certification
Content research and search analysis in the context of seo specialist work. Used reflective exercises and a bounded practice example related to topic-led content architecture.

Creative experimentation practicum

Meridian Professional Learning Studio (fictional) 2025
continuing learning - not a licence or certification
Site audits and structured content in the context of seo specialist work. Used reflective exercises and a bounded practice example related to search performance review.

Languages

English

professional working - fictional sample

Hindi

professional working - fictional sample

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completed - fictional record site audits search analysis structured content Applied coursework in technical seo, documentation and reviewed practical assignments.

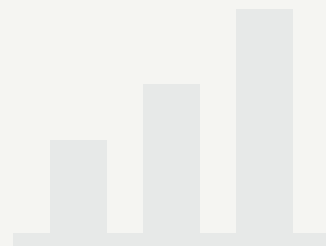
Projects

Technical content audit

Fictional internal work programme in digital acquisition, lifecycle marketing and performance measurement; not a real client case study. Problem: Important pages were difficult to discover and interpret. Objective: Create a workable response to this issue through technical seo, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. SEO Specialist; owned the stated workstream, not the full organisation or every collaborator contribution. Mapped crawl issues and prioritised repair tickets. Prepared the scope with the commissioning team, identified unresolved inputs and used technical seo to turn the brief into a sequenced work package. Applied content research and site audits while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: technical SEO; content research; site audits; internal linking Deliverables: Technical content audit - scoped brief; Technical content audit - reviewed working package; Technical content audit - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a campaign or channel brief and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for technical content audit, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed. No underlying client documents, independently verified measurements or signed approval records are attached.

Topic-led content architecture

Fictional internal work programme in digital acquisition, lifecycle marketing and performance measurement; not a real client case study. Problem: Articles overlapped without a clear purpose. Objective: Create a workable response to this issue through content research, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. SEO Specialist; owned the stated workstream, not the full organisation or every collaborator contribution. Grouped intent and designed contextual internal links. Prepared the scope with the



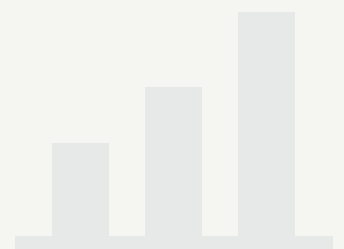
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Ahmedabad, India

commissioning team, identified unresolved inputs and used site audits to turn the brief into a sequenced work package. Applied internal linking and search analysis while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: content research; site audits; internal linking; search analysis Deliverables: Topic-led content architecture - scoped brief; Topic-led content architecture - reviewed working package; Topic-led content architecture - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a measurement specification and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for topic-led content architecture, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed. No underlying client documents, independently verified measurements or signed approval records are attached.

Search performance review

Fictional internal work programme in digital acquisition, lifecycle marketing and performance measurement; not a real client case study. Problem: Traffic changes were treated as definitive explanations. Objective: Create a workable response to this issue through site audits, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. SEO Specialist; owned the stated workstream, not the full organisation or every collaborator contribution. Compared page cohorts and documented competing hypotheses. Prepared the scope with the commissioning team, identified unresolved inputs and used search analysis to turn the brief into a sequenced work package. Applied structured content and crawl diagnostics while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: site audits; internal linking; search analysis; structured content Deliverables: Search performance review - scoped brief; Search performance review - reviewed working package; Search performance review - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a experiment and performance review and a named human



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reviewer. Illustrative outcome: the team adopted a repeatable approach for search performance review, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed. No underlying client documents, independently verified measurements or signed approval records are attached.

Achievements

Technical content audit

Mapped crawl issues and prioritised repair tickets. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Topic-led content architecture

Grouped intent and designed contextual internal links. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Search performance review

Compared page cohorts and documented competing hypotheses. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

