



NAINA RAO

SEO Specialist

technical SEO, content research, site audits

Ahmedabad, India | naina.rao@example.com | ROLE 12-02

FICTIONAL SAMPLE - all employers, qualifications and outcomes are illustrative and unverified.

EXECUTIVE SUMMARY

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.

AT A GLANCE

12 years ILLUSTRATIVE CAREER	4 CAREER APPOINTMENTS	3 WORK EXAMPLES	2 EDUCATION RECORDS
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CORE COMPETENCIES

- technical SEO / content research
- site audits / internal linking
- search analysis / structured content
- crawl diagnostics / reporting

PROFESSIONAL MISSION

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.

Career family: Digital Marketing & Growth | Snapshot: 2026-09-22

PROFESSIONAL EXPERIENCE / RECENT

SEO Specialist

Meridian Digital Marketing (fictional)

Jul 2023 - Present | Ahmedabad, India

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)

Jul 2019 - Jun 2023 | Ahmedabad, India

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 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.

PROFESSIONAL WORKING PRINCIPLES

- Link campaigns to a clear audience, proposition and measurable journey.
- Separate attributed performance from causal claims and state tracking limitations.
- Use approved creative, consent-aware data handling and documented experiment decisions.

PROFESSIONAL EXPERIENCE / EARLIER

SEO Specialist

Cedarbridge Digital Marketing (fictional)

Jul 2016 - Jun 2019 | Ahmedabad, India

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)

Jul 2014 - Jun 2016 | Ahmedabad, India

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.

SELECTED CONTRIBUTIONS

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.

SELECTED WORK / 01

Technical content audit

P1 | Jan 2024 - Jun 2024 | FICTIONAL WORK EXAMPLE

Context. 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.

Contribution and ownership. 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.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

SPECIALIST PRACTICE

Measurement discipline

The sample focuses on technical seo, content research, site audits. Approvals, supervision and specialist input are identified in each work package; work outside this scope is referred to the designated responsible person.

Peer learning and practical guidance. Created short examples on technical seo and internal linking for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of topic-led content architecture, ensuring that unresolved issues retained a named owner rather than disappearing from final presentations.

Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed.

SELECTED WORK / 02 AND 03

Topic-led content architecture

P2 | Jan 2025 - Jun 2025 | Meridian Digital Marketing (fictional)

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.

Ownership. 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 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

Delivered. Topic-led content architecture - scoped brief; Topic-led content architecture - reviewed working package; Topic-led content architecture - handover and learning summary

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.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

Search performance review

P3 | Jan 2020 - Jun 2020 | Northline Digital Marketing (fictional)

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.

Ownership. 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

Delivered. Search performance review - scoped brief; Search performance review - reviewed working package; Search performance review - handover and learning summary

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.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

EDUCATION AND SPECIALIST LEARNING

Postgraduate diploma in Digital Marketing

Asterbridge Institute of Professional Studies (fictional institution)
Jul 2013 - May 2014 | completed - fictional record
Focus: 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)
Jul 2010 - May 2013 | completed - fictional record
Focus: site audits, search analysis, structured content. Applied coursework in technical seo, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Marketing measurement lab (2023). 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 (2024). 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 (2025). 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.

Provider for these illustrative learning records: Meridian Professional Learning Studio (fictional). Not a licence or certification.

LANGUAGES AND WORKING PREFERENCES

English and Hindi - professional working proficiency in this fictional record.

Work arrangement: hybrid; remote feasibility discussed per role. Relocation: open to discussion - sample preference. Availability: not confirmed; discuss before an interview.

CREDENTIAL AND EVIDENCE STATUS

Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed.

Synthetic qualification and institution names illustrate profile fields only; they are not a validated qualification route or recognised accreditation claim.

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Contact placeholder: naina.rao@example.com. No phone, live profile URL or verified reference is supplied.

Complete machine-readable data: profile.json. Interactive companion: portfolio.html. Reference CV used for structure only; this is not Ajay Prajapat's biography.