Fatima Rahman

SEO Manager

fatima.rahman@email.com (512) 555-0188 Austin, TX linkedin.com/in/fatimarahman

Summary

SEO Manager with 7 years growing organic search for SaaS and marketplace websites with 50,000+ pages. Leads technical SEO, site architecture and schema markup work with engineering, sets content strategy from keyword research in Semrush and Ahrefs, and reports results from Google Search Console and GA4 to leadership.

Experience

SEO Manager
01/2023 - Present

Hill Country Rentals — Austin, TX

Vacation rental marketplace with 60,000 listing pages.

- Lead a team of 3 SEO specialists and 6 freelance writers covering listing and travel guide pages.
- Rebuild site architecture and internal linking for 400 city hubs, growing non-brand organic clicks 64%.
- Ship schema markup for listings and reviews with engineering, earning rich results on 82% of eligible pages.
- Set content strategy from keyword research in Semrush and Ahrefs, adding $5.8M in organic bookings in 2025.

Senior SEO Specialist
04/2020 - 12/2022

Capitol Payroll Software — Austin, TX

Payroll and HR software company serving 15,000 small businesses.

- Ran technical SEO audits in Screaming Frog on 12,000 pages and cut crawl errors 90%.
- Fixed Core Web Vitals issues with developers, moving 75% of URLs into the good range.
- Wrote 80 content briefs a year that brought 3 product pages into the top 3 for core terms.
- Reported Google Search Console and GA4 trends monthly to the VP of Marketing.

SEO Specialist
06/2019 - 03/2020

Barton Creek Digital — Austin, TX

Digital agency serving local and e-commerce clients.

- Managed on-page SEO for 15 local and e-commerce clients.
- Built keyword maps for 40 service pages and tracked rankings weekly.
- Earned 120 links through digital PR pitches and partner content.
- Wrote 25 local landing pages that reached page 1 within 6 months.

Education

Bachelor of Business Administration
05/2019

Texas State University — San Marcos, TX

Marketing

Skills

- Technical SEO
- Keyword Research
- Content Strategy
- Site Architecture
- Schema Markup
- Internal Linking
- Google Search Console
- Semrush
- Ahrefs
- Screaming Frog

Certificates

Google Analytics Certification
06/2024

Google Skillshop