

Boston, MA

HENERI BAJRAMI

heneribajrami.com

EMAIL@heneribajrami.com

EMPLOYMENT

SEO Strategist

BMS

May 2021- Current

- Strategizing the SEO process consisting of a portfolio of 15 websites > 800,000_ organic page views per month.
- Overseeing SEO campaigns across multiple B2B sectors, significantly increasing traffic and SERP rankings for major clients like healthcare, technology and financial services.
- Created SOP's for checking and properly installing pages, which includes a 15 step QC (Quick Check) process, helpful to minimize errors.
- Managing client relationships by presenting monthly SEO reports and maintaining open, consistent communication to ensure alignment on project goals and outcomes.

Technical SEO Lead

Revenue Boomers

Sep 2018 – May 2021

- Executed best practices for JavaScript, Dynamic Meta-Data implementation, XML Sitemaps, JSON Schema and total revamp of 40,000+ internal links.
- Leveraged data to lead SEO initiatives, achieving a 30% improvement in organic traffic through strategic adjustments based on A/B testing results.
- Worked with development technologies like HTML5, CSS and JavaScript, which I used to enhance our site's overall SEO by refining the code and structure.
- Regularly conducted audits using Screaming Frog & Sitebulb to identify technical issues, and optimized site architecture.

SEO Content Strategist

Square Melons

June 2017 – Sep 2018

- Crafted and published 100+ blogs that resonated with local audiences and drove users to websites.
- Conducted a blog outreach campaign via email, achieving a 60% open-rate, a 20% reply-rate, resulting in 15+ unique referring domains and 40+ total inbound links.
- Guided a team of freelance writers by providing content briefs, article ideas, and supplying structured outlines.
- Maintained Google Business Profiles for more than 25 clients, by regularly uploading pictures of their work, reputation management and publishing service offers.

EDUCATION

Boston, MA

University of Massachusetts-Boston

- Bachelor's of Arts in Economics, GPA 3.8

Quincy, MA

Quincy College

- Associate's Degree in Accounting, GPA 4.0

Case Studies

- **PetKeen.com** - In less than two years we leveraged an aggressive content strategy focusing on long tail keywords to expand to over 25,000 organic pages, driving 4.3 million monthly visits to the website.
- **VSSmonitoring.com** - Utilizing Semantic SEO, we were able to reach 200,000 users in 12 months, by publishing case studies, infographics and linkable assets.
- **TurnersvilleJepp.com** - Increased a client's organic traffic to 50,000+ monthly visitors by implementing targeted on-page, off-page, and technical SEO improvements.