

Yaaseen Saleh Mohamed

Marketing Analyst & SEO Specialist

083 307 4455 | info@yaaseensaleh.co.za | Pretoria, South Africa

CAREER STATEMENT

Results-driven Marketing Analyst and Technical SEO Specialist with 7 years' experience at the intersection of web development, digital marketing, and data analytics. I specialise in building scalable SEO strategies, developing automation tools that surface actionable insights, and managing large client portfolios with a proactive, performance-first mindset.

My track record speaks for itself — a 20% increase in leads and a 40% boost in sales through data-led campaigns, alongside the development of proprietary tools that allow teams to identify and act on ranking drops before clients ever notice. Equally comfortable in the technical weeds and the boardroom, I bring together SEO expertise, Python-based automation, and strong stakeholder communication to deliver sustainable, measurable growth for every client I work with.

EXPERIENCE

Technical SEO Specialist Jan 2026 – Present

Practice Promotions • Contract / Part-Time • US Office Hours

- Co-developed the Net SEO Score tool, a proactive metrics tracking system that monitors client SEO performance and flags drops before they are noticed by the client.
- Built a Python-based scraper that extracts data from Agency Analytics and automatically inputs it into the Net SEO Score Google Sheets, streamlining reporting and reducing manual work.
- Manage the full Technical SEO strategy across all agency clients, including site audits, crawl error resolution, Core Web Vitals optimisation, and structured data implementation.
- Oversee and manage SEO performance for a portfolio of 40 clients, ensuring rankings, organic traffic, and visibility targets are consistently met.
- Identify and resolve technical issues proactively across client websites, maintaining high standards of SEO health and performance.

SEO Specialist 2023 – Present

HelloYes Marketing

- Edited and optimised website content to align with brand messaging and improve E-A-T (Expertise, Authority, Trust) standards.
- Implemented on-page and technical SEO changes, improving website visibility and search engine rankings.
- Conducted competitor analysis and keyword research, identifying opportunities that increased organic traffic.
- Designed website mock-ups and collaborated with developers to implement SEO-friendly features.
- Prepared comprehensive analytics and performance reports for clients and senior management.
- Generated actionable insights for marketing strategies, improving team efficiency and campaign effectiveness.
- Managed multiple client projects simultaneously, prioritising tasks to meet strict deadlines.
- Achieved measurable improvements in search engine rankings and overall website performance, contributing to higher client engagement and lead generation.

Mastering Analyst & Web Master 2021 – Present

Enhanced Business Solutions

- Managed internal and external marketing campaigns to boost brand awareness and generate qualified leads.
- Conducted market research and analysed third-party data, identifying growth opportunities and optimising marketing strategy.
- Developed business plans and project management frameworks to guide account managers and track project milestones.
- Streamlined reporting processes by automating invoice and sales tracking using SAP and Excel, providing weekly executive summaries.

- Supported data analytics initiatives to review customer buying patterns and provide actionable recommendations to marketing and production teams.
- Applied market trends and audience insights to target campaigns more effectively, improving engagement and ROI.

Web Master & SEO Specialist2021 – 2021

Metro Lifestyle

- Executed SEO strategies across all website content, resulting in a 20% increase in leads.
- Launched and managed a 3-month PPC campaign, achieving a 40% increase in sales.
- Conducted competitor and market analysis to inform digital marketing strategy and identify new growth opportunities.
- Created performance reports and dashboards to monitor campaign success and recommend process improvements.
- Delivered measurable results that directly improved marketing ROI and business performance.

EDUCATION

Honours Information Technology2025

IT Systems Development Diploma2015

CERTIFICATIONS

- Data Analytics – Coursera
- Fundamentals of Digital Marketing – Google

SKILLS & PROFICIENCIES

Technical & SEO

- Search Engine Optimisation (On-Page, Off-Page & Technical)
- Google Analytics & Search Console
- Agency Analytics
- Python (Scripting & Data Automation)
- Basic HTML/CSS Code Review
- Technical Issue Identification & Resolution
- Core Web Vitals & Site Performance Optimisation

Marketing & Analytics

- PPC Campaign Management
- Competitor Analysis & Keyword Research
- KPI Tracking & Reporting
- Digital Campaign Management
- Data Modelling & Spreadsheet Analysis
- Power BI & Microsoft Office

Soft Skills

- Project Management
- Website Mock-ups & UX Collaboration
- Strong Presentation Skills
- Time Management
- Excellent Interpersonal Skills