

IBRAHIM ABUBAKRI

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SEO SPECIALIST

PROFILE SUMMARY

SEO Specialist with 4+ years of experience helping businesses rank higher, grow organic traffic, and secure strong visibility on both traditional search engines (Google/Bing) and AI search platforms (LLMs, AEO optimization). Skilled in technical SEO, WordPress optimization, local SEO, and content strategy, with a proven track record of working with local and international clients.

WORK EXPERIENCE

SEO Manager | 2025-Present

Aesthetics Digital Agency | aesthetixdigitalagency.com

- Implemented local SEO strategies (Australia) for aesthetic medicine and skincare brands, improving online visibility and generating qualified leads.
- Introduced AEO strategies to prepare client sites for AI search engines (LLMs)
- Consistently achieved first-page rankings for focused keywords on traditional and AI search engines.

Content Strategist and SEO Lead | 2021-2024

TickTockTech | ticktocktech.com

- Developed SEO strategies that drove over 50,000 monthly visitors to the company website.
 - Wrote SEO-optimized articles that consistently ranked on the first page of search engines.
 - Provided website technical support to ensure a smooth user experience.
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ACCOMPLISHMENTS

- Achieved consistent first-page rankings for competitive service-based keywords on both traditional and AI search engines.
 - Co-authored SEO EBook (SEO Starter Guide)
 - Built SEO strategies resulting in 50,000 clicks/month at TickTockTech
 - Provided hands-on training and mentorship in SEO
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TOOLS & PLATFORMS

- **SEO & Analytics:** Ahrefs, SEMrush, MOZ, Screaming Frog, Google Analytics, Search Console, Data Studio
 - **CMS & Website Management:** WordPress, Shopify, Wix
 - **Content & AI Search:** SurferSEO, Clearscope, ChatGPT Plugins, Perplexity, Gemini
 - **Technical:** Schema Markup, Core Web Vitals, HTML/CSS/PHP basics
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