

IBRAHIM ABUBAKRI

SENIOR SEO SPECIALIST

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PROFILE SUMMARY

Senior SEO Specialist with 4+ years of experience helping businesses grow organic visibility and revenue across both traditional search engines (Google, Bing) and emerging AI search platforms (ChatGPT, Perplexity, Gemini). I combine technical SEO, WordPress optimization, local SEO, and content strategy to deliver measurable results for clients across the US, Australia, Brazil, and the Middle East. Proven track record of taking client sites from invisible on search engines to ranking page one, and from absent in AI answers to actively recommended.

WORK EXPERIENCE

Website Manager & SEO Lead *June 2026 – Present*

SuperActive IT Technologies | superactivetech.com

- Built and launched the company website (superactivetech.com) on WordPress
- Implemented a Portuguese-first local SEO strategy tailored to the Brazilian B2B IT market.
- Own end-to-end site management: on-page SEO, technical health, and content planning.

SEO Manager (Freelance Contract) *January 2025 – June 2026*

Aesthetix Digital Agency | aesthetixdigitalagency.com

- Led local SEO strategy for aesthetic medicine and skincare clients, including Jennifer Carly Aesthetic Medicine and Skin Bottega, improving search visibility and generating qualified patient leads.
- Introduced AEO (AI Engine Optimization) strategies to prepare client sites for discovery through AI search and LLM-based platforms, ahead of most competitors in the vertical.
- Achieved consistent first-page rankings on both traditional and AI search engines for priority service keywords.
- Drove a sales increase of over 1000% for key clients, including Skin Bottega and Jennifer Carly Aesthetic Medicine, through combined SEO and conversion-focused content work.

Content Strategist & SEO Lead (Freelance Contract) *January 2021 – November 2024*

TickTockTech | ticktocktech.com

- Developed and executed an SEO content strategy that grew organic traffic to over 50,000 monthly visitors.
- Wrote SEO-optimized articles that consistently ranked on page one of search results for target keywords.
- Supported the team with website technical fixes to maintain a smooth, fast user experience.

KEY ACCOMPLISHMENTS

- Built the SEO strategy behind 50,000+ monthly organic clicks at TickTockTech.
- Maintained a 100% Job Success Score and 5-star rating across all freelance client engagements on Upwork and Fiverr.
- Delivered consistent first-page rankings for competitive, service-based keywords on both traditional and AI search engines.
- Co-authored an SEO eBook, the "SEO Starter Guide," distilling practical SEO fundamentals for beginners.
- Provided hands-on SEO training and mentorship to junior team members and clients.

TOOLS & PLATFORMS

SEO & Analytics: Ahrefs, SEMrush, Moz, Screaming Frog, Google Analytics, Google Search Console, Looker Studio

CMS & Website Management: WordPress, Shopify, Wix

Content & AI Search: SurferSEO, Clearscope, ChatGPT, Perplexity, Gemini

Technical: Schema Markup, Core Web Vitals, HTML/CSS/Javascript/PHP basics