ABUBAKRI IBRAHIM

SEO Manager | SEO Specialist

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PROFESSIONAL SUMMARY

SEO Manager with 7+ years of experience leading technical SEO, content strategy and AI search optimization for technology, healthcare, aesthetics, ecommerce and local service businesses. Grew organic traffic from under 1,000 to 50,000+ monthly visitors, ranked 67 high-intent keywords on Google page one, and supported SEO and CRO programs for clinics whose annual revenue grew up to 10x ($156K to $1.54M). Skilled at managing multiple client accounts, running SEO audits, building data-driven content strategies with Google Search Console, GA4, Semrush and Ahrefs, and winning visibility in Google AI Overviews, ChatGPT, Perplexity and Gemini.

CORE COMPETENCIES

SEO Strategy | Technical SEO | SEO Audits | On-Page SEO | Off-Page SEO | Local SEO | Keyword Research | Competitor Analysis | Content Strategy | Content Optimization | Link Building | Site Architecture & Internal Linking | Indexing & Crawlability | XML Sitemaps | Schema Markup | Page Speed & Core Web Vitals | Featured Snippets | AI Search Optimization (GEO/AEO) | Conversion Rate Optimization (CRO) | SEO Reporting & Analytics | Client & Stakeholder Management | WordPress SEO

KEY ACHIEVEMENTS

- Grew organic traffic from under 1,000 to 50,000+ monthly visitors at TickTockTech (50x growth).
- Improved average ranking position for target service keywords from 18 to 3 across 4 aesthetic medicine accounts; 67 keywords on page one and 12 featured snippets.
- Supported SEO and CRO for two clinics whose annual revenue grew from $156K to $1.54M and from $84K to $1.12M; organic search drove 94% of new patients.
- Ranked Wedly #1 in Google AI Overviews, #1 in ChatGPT and #1 on Google for its primary commercial keyword within two months.

PROFESSIONAL EXPERIENCE

SEO Specialist & Digital Marketer **Sep 2019 – Present**

Freelance (Upwork, Fiverr, Freelancer) *Remote*

- Deliver end-to-end SEO programs for clients in the US, UK, Australia, Canada and other markets across technology, healthcare, ecommerce, beauty and local services.
- Ranked Wedly (shopwedly.com.au) #1 in Google AI Overviews, #1 in ChatGPT and #1 on Google SERP for "pre-loved wedding items Australia" within six weeks.
- Run technical, on-page, off-page and local SEO campaigns, including SEO audits, competitor research, keyword research and link building.
- Build content strategies and optimize existing content to improve organic visibility and rankings for competitive keywords.
- Deliver SEO performance reporting using Google Search Console and analytics data to guide prioritization.
- Maintain a 100% Job Success Score on Upwork with five-star client reviews.

Search Engine Optimization (SEO) Manager **Jan 2025 – Jun 2026**

Aesthetix Digital Agency

- Led local SEO strategy across 4 aesthetic medicine and skincare accounts; improved average ranking position for target service keywords from 18 to 3.
- Ranked 67 high-intent service keywords on Google page one and earned 12 featured snippets for competitive local queries.
- Built AI search (AEO/GEO) strategies that secured placements in ChatGPT, Perplexity and Gemini answers for 28 priority queries.
- Supported SEO and conversion rate optimization for Skin Bottega (annual revenue $84K to $1.12M) and Jennifer Carly Aesthetic Medicine ($156K to $1.54M); organic search accounted for 94% of new patients.

SEO Lead & Website Manager **May 2022 – Nov 2024**

TickTockTech

- Led SEO and content strategy for a technology-focused business, growing organic traffic from under 1,000 to 50,000+ monthly visitors.
- Planned and managed an SEO content strategy covering 180+ articles, from keyword research to publication and optimization.
- Drove technical SEO improvements across 2,100+ pages, improving crawlability, indexing and site performance.
- Reduced page load time by 2.4 seconds, improving page speed and user experience.
- Improved keyword rankings and organic visibility through ongoing content optimization and collaboration on content planning.

Growth Marketer & Founder **July 2024 – Jan 2025**

FutureBodyBuilders

- Founded an online fitness coaching business and drove customer acquisition through content and website conversion optimization, acquiring 100+ paying clients.
- Built the website, brand positioning and digital presence from scratch.

Founder & Blogger **Jan 2023 – Mar 2024**

WebHaqq

- Built and ran a WordPress tech blog publishing SEO, WordPress and web development tutorials; owned keyword research, on-page SEO, internal linking and site setup.
- Used the site as a testing ground for SEO and content techniques later applied to client work.

ADDITIONAL EXPERIENCE

- WordPress Website Developer, Terasynergy Nig Limited (Mar 2020 – Apr 2023): delivered 10+ responsive, SEO-optimized websites; set up Google Analytics and Google Search Console; handled on-page SEO, payment integrations and security hardening.
- Lead Generation & Email Marketing Specialist, Fiverr (Sep 2018 – Feb 2021): completed 70+ projects across lead generation, email automation, landing pages and website keyword optimization.

EDUCATION

Bachelor of Science (BSc), Chemical Engineering 2015 – 2021

Obafemi Awolowo University, Ile-Ife, Nigeria

TOOLS & TECHNOLOGIES

Google Search Console, Google Analytics (GA4), Semrush, Ahrefs, Moz, WordPress, Shopify, Wix, ChatGPT, Perplexity, Gemini, HTML, CSS, JavaScript, PHP, Content Management Systems (CMS), Email Marketing & Automation Platforms

CERTIFICATIONS & ASSESSMENTS

LinkedIn Skill Assessments passed: Search Engine Optimization (SEO), Technical SEO, WordPress, CSS