



Samira Bakhtiari

SEO Specialist & Website Designer & Support

Master : It management At Payam Noor University of Tehran

Personal Information

Age: 34 Years
Gender: Female
Location Province: Alborz
Location City: Karaj
Marital Status: Married

Contact Details

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Exprience & Salary

Work Experience: 13 Years
Salary 35 - 45 Million
Expectation: Tomans

Samples

- <https://cosmeticsharghi...>
- <https://luminade.com.au/>
- <https://iranpapyrus.com/>
- <https://myfarimehr.com/>
- <https://kimyabehdasht.c...>

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Work Experience

Web Design	August 2025 until now (8 months)
Farimehr School	Iran Karaj
Designed and implemented a complete website with a user-friendly interface.	
Optimized web pages for responsiveness across different devices.	
Provided daily website support, updates, and technical troubleshooting.	
Implemented SEO strategies to improve online visibility.	
Collaborated with the school's educational team to publish news and educational content.	
Monitored website security and performance to ensure stable user access.	
SEO and Website Support Specialist	December 2023 until now (2 years and 4 months)
Iran Papyrus – Office Stationery	Iran Karaj
Developed and implemented SEO strategies to enhance website visibility on Google.	
Optimized product pages and website content to attract targeted customers.	
Managed daily website updates and resolved technical issues promptly.	
Analyzed user behavior and provided insights to the sales team to improve UX.	
Collaborated with content and marketing teams on online promotional campaigns.	
Increased conversion rates by optimizing product pages and user journeys.	
SEO and Website Support Specialist	May 2021 until now (4 years and 11 months)
Sharghi Beauty & Cosmetics	Iran Karaj
Improved website ranking for beauty and cosmetics keywords on Google.	
Conducted keyword research and optimized product pages for higher visibility.	
Increased organic traffic and customer acquisition through SEO strategies.	
Monitored and analyzed website performance using Google Analytics and Search Console.	
Provided technical support and maintained the functionality of the e-commerce website.	
Collaborated with the content team to create SEO-optimized product descriptions.	
SEO Specialist	July 2024 until February 2025 (7 months)
Luminade	Australia
Optimized website for search engines, improving Google rankings.	
Designed and managed online advertising campaigns (Google Ads) to attract target customers.	
Analyzed website and ad performance, providing reports to improve ROI.	
Optimized product pages and website content to increase conversion rates.	
Collaborated with content and sales teams to develop digital marketing strategies.	
Website designer	July 2013 until February 2018 (4 years and 7 months)
IdehPardaz	Iran Tehran

Education

Master: It management

2015 – 2018

Payam Noor University of Tehran

Bachelor: Information technology

2010 – 2014

University of Applied Science and Technology, Tehran – Culture and Art Center, Unit 10

Training Courses

ICDL

Tehran Institute of Technology

Course Duration: 3

2012

Languages

English | Upper Intermediate

Software

Microsoft Word | Advanced

Microsoft Excel | Advanced

Microsoft Powerpoint | Advanced

Adobe Photoshop | Advanced

Html & CSS | Advanced

Wordpress | Advanced

Google Analytics | Advanced

Google Tag Manager | Advanced

Google Search Console | Advanced

Ahrefs | Advanced

Keywordtool | Advanced

KWfinder | Advanced

Moz | Advanced

Screaming Frog | Advanced

Semrush | Advanced

JavaScript | Intermediate

PHP | Intermediate

JQuery | Intermediate

Additional Skills

مدیریت و بهینه‌سازی وبسایت‌های وردپرسی (Google Analytics, Search Console) و ابزارهای گوگل SEO تسلط به

تولید و بهینه‌سازی محتوا برای وبسایت و فروشگاه آنلاین

طراحی و پیاده‌سازی سایت با رابط کاربری جذاب و ریسپانسیو

طراحی گرافیکی و تولید محتوای بصری خلاقانه

توانایی کار با تیم محتوا، طراحی و بازاریابی

کار با ابزارهای هوش مصنوعی برای تولید محتوا و طراحی

برای هوش مصنوعی (Prompt Engineering) پرامپت نویسی

About Me

I am a Web Designer and Website Support Specialist with experience in managing and optimizing WordPress sites and e-commerce platforms. I have expertise in SEO, digital advertising, and content optimization, as well as skills in graphic design and AI tools. My goal is to deliver creative solutions and enhance online visibility for brands.

