

Delight Stelma

SEO Specialist

Profile

A SEO Specialist with over 3 years of experience working in the industry. I have a proven track record of success in improving organic search visibility and traffic for my clients. My skills include on-page optimization, link building, keyword research, and content marketing. I am also experienced in local SEO and international SEO campaigns. In addition to my technical skills, I am also an excellent communicator and project manager.

Employment History

SEO Specialist at SEO1st, UT

Jun 2022 - Present

- Implemented an effective SEO strategy that increased organic traffic by 50% within 6 months.
- Conducted keyword research and analysis to identify high-value keywords with low competition, resulting in a 20% increase in website visibility.
- Wrote compelling meta descriptions and title tags that led to a 15% click-through rate (CTR) improvement from search results.
- Optimized existing web pages for better search engine indexing and ranking, resulting in 10 top 3 rankings on Google for targeted keywords.
- Monitored website analytics data to identify opportunities for further optimization; this resulted in a 5% decrease in the average cost per click.

SEO Associate at SEO2nd, UT

Jul 2019 - Apr 2022

- Implemented on-page optimization techniques that led to a 10% increase in organic traffic.
- Conducted keyword research that resulted in the addition of 50 new keywords to the site's metadata.
- Wrote and published 5 blog posts per week, resulting in a 20% increase in website visitors.
- Created and executed social media campaigns that increased followers by 25%.
- Monitored Google Analytics data and provided monthly reports detailing progress and areas for improvement.

Certificates

Google Analytics Individual Qualification

Apr 2021

Google Ads Search Certification

Oct 2019

✉ delight.stelma@gmail.com

☎ (531) 927-4696

📍 435 W 200 S, Salt Lake City, UT 84101

Education

Bachelor of Science in Computer Science at Brigham Young University

Aug 2014 - May 2019

I have learned how to code in various programming languages, how to use different software development tools, and how to design and implement software systems.

Links

[linkedin.com/in/delightstelma](https://www.linkedin.com/in/delightstelma)

Skills

SEO

Google Analytics

Google AdWords

Social Media Marketing

Content Writing

Copywriting

Languages

English

Italian