

Naina Rao

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SEO Specialist

Ahmedabad, India naina.rao@example.com Fictional sample

01 Professional profile

SEO Specialist with an illustrative 11-year career focused on technical discovery, search intent and content architecture. Core strengths include Technical audits, Search intent and Internal linking. Selected examples describe the challenge, contribution and handover materials.

EXPERTISE

Core capabilities

Technical audits

Search intent

Internal linking

Structured data

Search Console

Content briefs

SELECTED WORK

Service content architecture

Intent map and page-level briefs

Crawl issue review

Technical audit and implementation checks

LANGUAGES

English - professional working

Hindi - professional working

CAREER CONTEXT

11 years in this illustrative career.

Three appointments.

Full work examples on page 2.

02 Professional experience

Jul 2022 – Present

SEO Specialist

Asterline Growth Studio · Ahmedabad

Delivered defined workstreams in technical discovery, search intent and content architecture, coordinating reviewers and delivery partners.

- Mapped audience questions and reorganised page purposes and internal links.
- Reviewed status codes, indexability signals and canonical intent; prioritised fixes with developers.

Jul 2018 – Jun 2022

SEO Specialist

Northmere Growth Studio · Ahmedabad

Supported progressively more complex work in technical discovery, search intent and content architecture, with a defined review process.

- Used technical audits and structured data on assigned work; recorded decisions so colleagues could understand the approach.
- Prepared handover materials and incorporated specialist feedback before closing the workstream.

Jul 2015 – Jun 2018

Marketing Associate

Cedarfield Growth Studio · Ahmedabad

Built foundations through supported assignments, observation and practical feedback.

- Assisted with search intent and search console, checking work with an experienced reviewer.
- Kept organised work records and developed clear handover habits through supervised practice.

03 Campaigns & experiments

Make useful content easier to find.

WORK EXAMPLE 01 / ILLUSTRATIVE

Service content architecture

Context

Similar service pages competed for the same intent.

Contribution

Mapped audience questions and reorganised page purposes and internal links.

Prepared for handover

Intent map and page-level briefs

WORK EXAMPLE 02 / ILLUSTRATIVE

Crawl issue review

Context

Important pages were inconsistently represented in crawl reports.

Contribution

Reviewed status codes, indexability signals and canonical intent; prioritised fixes with developers.

Prepared for handover

Technical audit and implementation checks

04 Education

2013 – 2015

Postgraduate Diploma in Digital Marketing

Asterbridge Institute of Professional Studies

Specialist study with a practice focus on technical audits and search intent.

2009 – 2013

Bachelor-level study in the relevant discipline

Cedarhaven College of Applied Studies

Foundation study, practical assignments and supervised learning. Fictional institution and qualification record.

05 Professional development

2024

Technical audits - advanced practice workshop

Scenario exercises and peer review in technical discovery, search intent and content architecture.

2025

Structured data - reflective practice seminar

Applied learning reviewed through a bounded example and a written reflection.

Continuing learning examples, not licences or independently verified certifications.

06 Practice & evidence notes

Work focus	Evidence status	Contribution scope
Technical discovery, search intent and content architecture	Illustrative work descriptions; no source artefacts attached	Owned the stated workstream, not all team outcomes

Every employer and institution in this CV is fictional. The two work examples describe individual contributions; supporting artefacts and externally measured outcomes are not supplied. Replace example information with accurate records and permission-cleared work before using this CV.