

Arike Smith



SUMMARY

SEO Specialist and Content Writer with 6+ years of digital marketing experience and over 4 years specializing in SEO. Experienced in developing data-driven SEO strategies, technical audits, keyword research, content creation, and organic growth initiatives. Proven ability to improve search visibility, increase website traffic, and deliver measurable results across a variety of industries.

EDUCATION

- **University of Cape Town**
Diploma of Education, Digital Marketing (2021 - 2021)

SKILLS

- Technical SEO
- On-Page & Off-Page SEO
- Keyword Research & Content Strategy
- Technical Auditing
- Content Writing & Copywriting

SEO TOOLS

- Google Search Console
- Google Analytics 4
- SE Rankings
- SEMrush
- Ahrefs
- Moz Pro
- Screaming Frog

WORK EXPERIENCE

WESTERN CLOUD DIGITAL MARKETING

SEO Specialist & Content Writer

April 2025 - Current

- On-page, off-page, and technical SEO initiatives.
- Conduct keyword research and technical audits.
- Create and optimize website and blog content.
- Implement SEO recommendations and optimisations.
- Analyse performance and identify growth opportunities.

KADIMA DIGITAL MARKETING AGENCY

SEO Specialist

March 2023 - March 2025

- Managed SEO strategies for multiple client websites.
- Conducted website audits and competitor analysis.
- Acquired high-quality backlinks from relevant websites.
- Optimised content, metadata, and website structure.
- Created SEO-focused content and keyword strategies.

POLAR BEAR INNOVATION


SEO Analyst & Content Writer

January 2022 - March 2023

Previously Junior SEO, July 2021 - January 2022

- Wrote blog content for various industries.
- Conducted keyword research and content planning.
- Assisted with technical SEO implementation.
- Performed website audits and content gap analysis.


CONTACT

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