GEORGE JOGLIDZE

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Summary of Qualifications

SEO Specialist & Technical SEO Manager

For the past 4+ years, I've helped international brands, agencies, and SaaS/EdTech companies grow through strategic SEO, technical optimization, and data-driven content architecture.

I've worked across high-competition industries (EdTech, SaaS, agencies, iGaming), managing SEO end-to-end: technical audits, on-page optimization, keyword strategy, content planning, and performance analysis.

My experience includes both agency and in-house roles, supporting global teams and improving organic visibility across multiple markets.

Marketing Skills

CRM: HubSpot, Airtable, Notion, ClickUp

AI: Claude 3.7, Writesonic, Perplexity, Gemini, ChatGPT

Automation: N8N

Email Marketing: Sender, Kit

Web Builders: WordPress, Wix, Framer

Data & Analytics: Google Analytics, Google Search Console, Ahrefs, Semrush, Excel

Management: Notion AI, Jira, Monday

Professional Experience

Golden-Web | www.goldenweb.net — 2025 – Present

Position: Technical SEO Specialist (CY, Remote)

Overview: As part of a technical SEO team serving international e-commerce (Shopify) and SaaS clients, I focus on identifying and fixing issues that directly impact visibility, rankings, and user experience. My role centers around technical SEO audit.

Responsibilities include:

- Conduct technical SEO audits to resolve indexing, crawlability, and architecture challenges
- Optimize Core Web Vitals, page speed, mobile usability, and overall site performance
- Implement structured data, schema markup, canonicalization, and technical on-page fixes
- Collaborate with dev teams to apply server-level changes and fix redirect or render-blocking issues
- Monitor performance trends using GSC, GA4, Screaming Frog, and Ahrefs.

Key Tools & Platforms: Google Search Console, GA4, Ahrefs, Semrush, Screaming Frog, Sitebulb.

The White Label Agency | www.thewhitelabelagency.com 2024 – 2025

Position: SEO Manager | (SWE, Remote)

Overview: At The White Label Agency, I led SEO strategy and execution across a portfolio of international clients, focusing on sustainable organic growth and performance improvements. I managed a team of 4 content writers and built workflows that improved content quality, site structure, and ranking potential. I significantly increased organic traffic, strengthened domain authority through structured link-building campaigns, and contributed to measurable growth in SEO-driven leads.

Responsibilities included:

- Defined SEO strategy for B2B and B2C clients across global markets
- Performed on-page improvements, metadata optimization, and keyword targeting
- Built content optimization workflows including briefs, content audits, and topical maps
- Managed internal linking strategies and overall site structure improvements
- Produced monthly reporting dashboards visualizing keyword and traffic growth

Key Tools & Platforms: Semrush, Ahrefs, GSC, GA4, SurferSEO, ClickUp, HubSpot, WordPress

Edumentors | www.edumentors.co.uk Sep 2023 – Sep 2025

Position: SEO Specialist | (UK, Remote)

Overview: Led SEO strategy at a fast-growing EdTech platform, helping increase organic visibility across highly competitive education markets. Focused on scaling traffic, improving landing page performance, and building a strong SEO-driven acquisition channel.

Responsibilities included:

- Managed full-funnel SEO strategy: technical, on-page, and content
- Performed extensive keyword research for blog, service, and landing pages
- Developed content clusters for authority building and high-intent ranking
- Led off-page initiatives including backlink growth and digital PR
- Full Technical SEO audits and reporting of issues
- Worked closely with developers, writers, and product teams to implement updates

Key Tools & Platforms: Ahrefs, Semrush, Ubersuggest, Google Search Console, GA4, ClickUp, WordPress, Cloud AI,

22bet | www.22bet.com 2022 – 2023

Position: **Affiliate SEO Specialist** | (CY, Remote, Part-time)

Responsibilities included:

- Executed SEO strategies for affiliate landing pages in competitive verticals
- Performed keyword gap analysis and optimized content for conversions
- Managed ongoing link-building efforts and evaluated referral quality
- Improved rankings through metadata updates, content refreshing, and on-page fixes
- Conducted routine competitor analysis

Key Tools & Platforms: Ahrefs, SurferSEO, WordPress.

Lime Consulting 2019 – 2021

Position: **CRM & Email Marketing Specialist** | (GE, Hybrid)

Responsibilities included:

- Managed CRM databases, audience segmentation, and automated workflows
- Created email campaigns with A/B testing to improve conversions and engagement
- Built retention-focused triggers based on customer behavior data
- Collaborated with marketing and performance teams on communication strategy
- Analyzed email metrics and customer patterns via CRM dashboards

Key Tools & Platforms: SendGrid, MailChimp, ClickUp,

Education

INTERNATIONAL BLACK SEA UNIVERSITY 2013/18

American Studies

Additional Information

Languages:

- English (Full professional proficiency)
- Georgian (Native proficiency)
- Russian (Full professional proficiency)

- Greek (A2)
- Turkish (A2)

Certifications:

- Google Analytics 4 (GA4) Certification – Google Skillshop
- Google Search Console Certification – Google
- SEO Fundamentals Certification – Semrush Academy
- Technical SEO Certification – Semrush Academy
- Advanced SEO Certificate – HubSpot Academy
- Keyword Research Certification – Semrush
- Backlink Management Certification – Semrush
- On-Page & Technical SEO Course – Yoast Academy
- Local SEO Certification – BrightLocal
- Content Marketing Certification – HubSpot