

Maryiam Yaqoob

SEO & DIGITAL MARKETING EXPERT

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PROFESSIONAL SUMMARY

Result-driven Digital Marketing and Search Engine Optimization (SEO) Specialist with 8 years of professional experience driving organic growth, developing search strategies, and maximizing online visibility. Proven track record in orchestrating high-impact on-page, off-page, and local SEO frameworks for diverse industries, with specialized niche technical expertise managing full-scale architectural configurations across premium real estate and mortgage service platforms.

CORE PROFESSIONAL EXPERIENCE

Senior SEO & Digital Marketing Consultant

RankNovaHub (ranknovahub.com) | 2023 – Present

- Lead comprehensive SEO campaigns, executing advanced on-page and technical optimizations to achieve continuous search real estate prominence.
- Design and deploy sophisticated local map ranking and localized SEO campaigns tailored to high-intent regional conversions.
- Formulate data-backed keyword maps, technical visibility audits, and systemic tracking metrics ensuring strong conversion growth.

SEO Executive & Web Optimization Specialist

Freelance & Digital Agencies | 2018 – 2023

- Managed end-to-end off-page authority frameworks, structural link-building, and high-authority backlink profiling across portfolio assets.
- Developed customized WordPress web architecture utilizing the Elementor Pro page builder, seamlessly coupling UI layouts with granular keyword deployment.
- Built targeted landing pages and configured global styling layouts engineered for reduced bounce metrics and optimal UX signals.

EXPERTISE

- On-Page SEO
- Off-Page SEO
- Local SEO & GMB
- Link Building Strategy
- Technical SEO Auditing
- Keyword Mapping
- Content Strategy
- Backlink Analysis

TECHNICAL SKILLS

- WordPress CMS
- Elementor Page Builder
- HTML & Global Styling
- Google Search Console
- Google Analytics 4
- SEO Management Tools

FREELANCE CHANNELS

- Fiverr Global Network
- Pinterest Pin Strategy
- Linktree Optimization
- B2B Digital Marketing

KEY PROJECT HIGHLIGHTS

Mortgage & Financial Domain Portfolio:

Designed, deployed, and systematically managed structured optimization frameworks exclusively focused on mortgage broker financial service models. Optimized localized copy variants, landing assets, and map profiles targeting specific high-value markets including:

- glenallenmortgagebroker.com (Tailored specifically for Glen Allen, VA market prominence)
- myloanhawk.com | virginiamortgageloan.com
- 365mortgageloans.com | vamortgagelenders.com

Data Tracking & Niche Content Platforms:

- Conducted content generation architectures for directory assets (howtofindrealtors.com).
- Designed multi-property link sheets and tracking matrices for properties including dvkpr.com, [Dogsrthebest.com](https://dogsrthebest.com), and nczaffiliates.com.