

Aliasha R. Zafar

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Objective: Effectively drive success and improve client retention as a digital marketer and storyteller, utilizing expert SEO, copywriting, and communication skills.

Education

[Boston University](#)

Major: B.A. International Relations

Minor: Communication [Focus in Advertising]

Boston, MA

09/2013 - 05/2017

[ACS Athens - American Community Schools](#)

International Baccalaureate Diploma Programme (IBDP)

Athens, Greece

2011 - 2013

Work Experience

[Scorpion](#)

SENIOR OPTIMIZATION SPECIALIST

Valencia, CA

04/2022 - Present

- ✓ Manage SEO to boost organic SERP rankings, traffic, and conversions for 150+ home services/legal/medical/franchise sites.
- ✓ Troubleshoot campaigns for SEO client escalations within 48-hour timeframes, through the #AskSEO email distro.
- ✓ Train new hires and SEOMs on SEO/content strategies, online marketing, and company systems, providing constructive guidance.
- ✓ Serve as a Home Services SEO team liaison amongst internal departments: marketing, project management, content, and tech.
- ✓ 2022 Leaderboard winner across the company: "High Impact Player" for Ranking (SMB).

SEO MANAGER

01/2020 - 04/2022

- ✓ Developed strategic SEO strategies for 55+ VIP Market-Leader Home Services clients (exceeding \$200,000 in MRR).
- ✓ Monitored progress for highly competitive SEO campaigns, and developed customized solutions [recognizing business KPIs].
- ✓ Maintained strong client relationships via regular video, phone, and email engagement to ensure retention; reported key metrics.
- ✓ Served as the SEO team liaison for the internal marketing department to effectively address client SEO concerns.
- ✓ Created 10+ SEO strategy guides distributed amongst SEO teams to assist monthly/bi-weekly SEO efforts.

SEO ANALYST

10/2019 - 01/2020

- ✓ Optimized internet presence for home service SMBs; managed SEO, content, keyword research, competitor audits, and strategies.
- ✓ Received October 2019 SEO Superstar in the company's SEO department for going "above and beyond."

[Twiz, Inc.](#)

SEO ACCOUNT MANAGER

Los Angeles, CA

02/2019 - 09/2019

- ✓ Converted 60+ SMB sites to page 1 SERPs via onsite/offsite SEO; directed client communication/reinforced digital marketing POV.
- ✓ Led training for new hires on SEO, editorial/advertorial content, blogging, company CRM systems, & outbound prospecting.

[Boddiction](#)

SOCIAL MEDIA & INVENTORYMANAGER

Athens, Greece

09/2017 - 01/2019

- ✓ Recruited 20+ international influencers to create branded content for @boddiction; organic IG following grew 400% in 6 months.
- ✓ Sourced manufacturers, successfully improving product design quality and maximizing profit by over 200%.

[AdLab](#)

COPYWRITER

Boston, MA

09/2015 - 05/2017

- ✓ Recreated website copy and design for the largest full-service, student-run ad agency—AdLab [buadlab.com].
- ✓ Rebranded 4 businesses, developing creative strategies and digital/print content; managed weekly client calls to ensure retention.

[Boston University Telefund](#)

SALES CALLER

Boston, MA

09/2014 - 06/2015

- ✓ Boosted BU's Annual Fund, raising a total of \$3,648 in one semester, and a total of over \$5000+ in two semesters.
- ✓ Certified caller of the week, for over five weeks, due to high credit card (CC) donation rates.
- ✓ Amongst the "20 Best Callers" to receive the "Exceptional Caller Certification" for two consecutive semesters.

Volunteer & Community Service Experience

Sponsorship Coordinator, JCI (*Junior Chamber International*), Valencia, CA

05/2021 - 12/2021

- Responsible for sponsorship outreach - helped raise a total of \$13,795 for the Santa's Helpers event.

Ad Manager & Contributing Writer, *EVMO News*, [remote]

12/2017 - 12/2018

- Wrote current event articles for a media startup delivering timely analysis of the latest geopolitical developments and events.
- Created "Your Faces Our Story" campaign, boosting social media engagement by over 1470%.

President, *Boston University Hellenic Association*, Boston, MA

09/2013 - 05/2017

- Solicited over \$5,000 via joint cultural fundraisers to fund community service projects and events.
- Created the association's first website to manage and bolster digital media presence.
- Conducted media outreach; increased student membership by over 500% via social media/email, calls, and events.