



GEENA ANTUNOVIC

SEO Manager

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PERSONAL PROFILE

Results/Data-driven SEO Manager with 7+ years' experience delivering ROI growth, first-page rankings, and high-performing digital strategies. Strong technical SEO expertise (CWV, GEO, AEO, LLMO), WordPress and multi-channel campaign leadership. Skilled in using AI tools—including Gemini, Copilot, Claude, Leonardo, and Canva—to enhance productivity and content quality.

Reliable, adaptable, and quality-focused, with a track record of leading teams, improving processes, and driving continuous growth.

KEY SKILLS

- **SEO & Digital Strategy Leadership** - Led end-to-end strategic leadership across SEO and digital marketing, delivering audits, technical improvements, and data-driven reporting for large-scale websites. Oversaw the planning and execution of multi-channel campaigns spanning SEO, PPC, email, and content marketing to support commercial growth.
- **Project & Stakeholder Management** — Coordinated digital marketing projects with internal teams and external agencies using Asana, Trello, and Notion. Demonstrated strong written and verbal communication skills, advanced Microsoft Office and IT capabilities, and presented SEO insights clearly to both technical and non-technical stakeholders.
- **Data/Results Driven Mindset** - Combined a results-focused approach with data-led decision-making to deliver impactful digital and SEO campaigns. Performed ongoing content audits, analysed performance metrics, and advised company directors on optimisation opportunities to enhance organic growth and site visibility. Worked cross-functionally with marketing, sales, and IT to ensure e-commerce initiatives supported broader commercial goals.
- **Team Management & Mentorship** — Provided leadership and mentorship to SEO and web design teams (3–5 members), coaching junior colleagues and driving high-quality delivery that supported business strategy and long-term growth.
- **Content Calendar Management** - Created and managed a website content calendar to plan, schedule, and organise content publishing, supporting consistency, improved workflows, and overall content strategy.
- **AI-Enhanced Marketing** - Leveraged AI technologies to accelerate delivery, strengthen content output, and drive measurable improvements in digital campaign effectiveness and team efficiency.
- **Analytics & Reporting** - Translated data from GA4, Looker Studio, and Screaming Frog into clear insights and performance dashboard reports, enabling informed decision-making and continuous optimisation across digital channels.
- **UX Optimisation** - Designed SEO-aligned content plans and optimised end-to-end user journeys, driving stronger engagement and improving the overall user experience across key platforms.
- **SEO Toolset Proficiency** - Advanced user of GA4, GSC, Looker Studio, SEMrush, Screaming Frog, Ahrefs, Sitebulb, and SEOmonitor for technical audits, performance tracking, and reporting. Experienced in interpreting website performance metrics, sales trends, and customer insights to uncover issues, prioritise improvements, and recommend high-impact SEO actions and CTAs.
- **Advanced Technical SEO** - Expertise in designing scalable site architecture and optimising crawling, indexing, and structured data to enhance search engine understanding, improve rankings, and support long-term SEO growth.
- **Site Migration Experience** - Managed complex site migrations involving DNS configuration, URL restructuring, and email spam-score optimisation, ensuring seamless transitions and maintaining SEO integrity post-launch.
- **Core Web Vitals Optimisation** - Optimised websites for speed, performance, accessibility, and overall user experience to improve Core Web Vitals. Managed client relationships and presented findings and recommendations to stakeholders with clarity and confidence.

- **A/B Testing** - Conducted A/B and multivariate tests, analysed performance data, and applied winning variations to enhance UX, conversion rates, and overall site effectiveness.
- **Email Marketing Campaigns** - Delivered automated email campaigns and integrated digital content aligned with SEO, social media, and PPC strategies (Google Ads, Facebook Ads) to improve engagement and conversion performance.
- **Link Building Strategy** - Developed and executed link-building strategies to improve SEO rankings for targeted keywords. Analysed and recommended website architecture enhancements, contributing to a 20% increase in ROI.
- **Conducting Research** - Analysed competitor Domain Authority, site structure, and SEO techniques. Extensive experience using tools such as Ahrefs, Semrush, Moz, Screaming Frog, and Google Search Console to benchmark performance and identify optimisation opportunities.
- **SEO Localisation Experience** - Delivered SEO localisation and translation projects in collaboration with global teams, ensuring content accuracy and market relevance. Experienced in startup settings with strong technical writing capabilities.
- **Social media management** - Planned, created, and published digital content across multiple platforms including Facebook, X (Twitter), Instagram, LinkedIn, and YouTube, ensuring consistent brand messaging, driving audience growth and improving engagement through tailored, high-quality digital content.
- **SEO copywriting** - Developed high-quality, intent-driven copy aligned with UX/UI best practices and site architecture requirements. Able to craft persuasive content for diverse industries and audiences to improve rankings, engagement, and user actions.
- **Meta Optimisation** - Led end-to-end optimisation of metadata, structured data, sitemaps, canonicals, and technical files (robots.txt, redirects, RSS). Evaluated SERPs to align content with search intent and competitive landscape. Produced high-intent, action-oriented copy designed to increase engagement, conversions, and key commercial KPIs.
- **Experience with Premium WordPress Themes** - Skilled in using advanced WordPress page builders such as Divi, Elementor, Beaver Builder, and WooCommerce, plus a range of premium eCommerce plugins and frameworks to build high-performing, conversion-focused websites.
- **Passion for Industry Trends** - Maintained a strong focus on tracking Google algorithm changes and e-commerce innovations, applying new insights and best practices to optimise user journeys, strengthen site performance, and elevate the online shopping experience.
- **B2B and B2C Content Marketing** - Developed tailored content strategies for B2B and B2C brands within SaaS/tech, cybersecurity, home improvement, and digital marketing industries, adapting tone and messaging to diverse audience needs.

WORK HISTORY:

SEO & Compliance Content Lead & WordPress Website Specialist

Comparison Market (Home Improvements Project) - Contract

Mar 2025 – Present

- Delivered SEO strategy for a comparison platform targeting home improvements.
- Created guidance, documentation, templates, training content, knowledge base content or e-learning.
- Simplified complex compliance and regulatory concepts and commercial documents translated into practical, usable product content for various internal teams and departments.
- Designed and maintained mobile-first WordPress website.
- Conducted technical SEO audits using Screaming Frog and SEMrush.
- Created keyword-rich landing pages and blog content aligned with seasonal search intent.
- Built dashboards in GA4 and Looker Studio to track performance and present insights.

Senior SEO Lead and Website Specialist

Leads2Trade (Home Improvements Company)

Oct 2023 – Feb 2025

- At Leads2Trade, I played a key role in developing and executing B2B digital marketing strategies aimed at generating high-quality leads for clients in the home improvement sector—including conservatories, double glazing, solar panels, heat pumps, extensions, and other energy-efficient solutions.
- Designed and optimized SEO-driven landing pages tailored to specific services and geographic regions, improving visibility and conversion rates for partner businesses.
- Conducted in-depth keyword research and competitor analysis to identify high-intent search terms, aligning content strategy with buyer behaviour and seasonal trends.

- Implemented targeted SEO keyword campaigns to be used across Google Ads and Facebook Ads, focusing on lead capture and cost-per-acquisition efficiency.
- Created and managed content assets such as blog posts, articles, and guides to support lead nurturing and establish authority in the home improvement space.
- Collaborated with internal sales and client services teams to refine lead qualification criteria, ensuring marketing efforts aligned with client expectations and ROI goals.
- Delivered monthly performance reports using Looker Studio, GA4, and GSC, highlighting lead volume, conversion metrics, and campaign insights for stakeholders.
- Supported local SEO initiatives by optimizing Google Business Profiles and directory listings, ensuring NAP consistency and improving visibility in local search results.
- Monitored and improved backlink profiles to boost domain authority and organic rankings for service-specific keywords.
- End-to-end SEO Strategy, Technical SEO Audits, On-page SEO – content optimisation with keyword research and placement for content quality, meta tags, title tags, internal linking, URL and image optimisation.
- Researched keywords and identified content opportunities. Tracked competitor activity and adjust strategic roadmap as needed.
- Wrote, edited, and oversaw the production of blog posts, case studies, social media content, whitepapers, and other marketing assets (such as infographics, video and audio) to drive engagement and support lead generation efforts.
- Adapted content to meet the needs of different activities, such as advertorial, social or paid media content promotion.
- Off-page SEO strategy to improve a website's unpaid search engine rankings included link building, guest posting, and social media marketing.
- Crafted local SEO strategy and optimisation, local internet directories, including Google My Business and other local listings. Making sure all information is accurate, and that name, address, and phone numbers are consistent across all platforms.
- Quality backlinks from high DA authoritative sites - Published high quality content to earn backlinks, gain media attention, and show E-E-A-T while keeping the content relevant and important for the industry.
- Developed, migrated to VPS, and maintained domain portfolio of responsive, mobile first, user-centered WordPress websites with home improvements industry specialised digital content.
- Core Web Vitals – Measured and optimised websites for real-world user experience - for loading, performance, interactivity, accessibility, and visual stability of the pages that impacts visitors stay on the site and how well websites rank in search engines.
- Used Screaming Frog SEO Spider extensively to conduct comprehensive technical SEO audits across a portfolio of over 300 WordPress websites. Identified and resolved crawl errors, broken links, duplicate content, redirect chains, and site architecture inefficiencies.
- Leveraged advanced filters and custom extraction features to isolate key SEO elements such as meta tags, header structures, canonical URLs, and schema markup.
- Exported crawl data to Excel and Google Sheets for in-depth analysis, enabling prioritization of technical fixes based on impact and urgency.
- Integrated Screaming Frog with Google Analytics and Search Console to enrich crawl data with performance metrics, helping correlate technical issues with traffic drops and ranking fluctuations.
- Delivered actionable insights to stakeholders through visual reports and dashboards, improving site health scores and contributing to a measurable uplift in organic visibility and Core Web Vitals performance.
- Integrated customer reviews into website content to enhance credibility, support SEO strategy, and improve user engagement.
- Looker Studio monthly Digital Performance Reports- GA4, GSC, revenue, enquiries, products, top organic keywords, top and indexed pages, SEMrush, DA, site health, visibility, backlinks, referring domains, user metrics- age, gender, city etc.
- Technical SEO reports, Looker Studio and Excel, Keyword Mapping and rank tracking reports.

WordPress Website Designer and SEO Lead

Local Plumbers We Care (Plumbing and Heating Company)

Jun 2021 – Apr 2022

- End-to-end SEO Strategy, title tags, meta descriptions, images and videos, headings usage, H1, H2 through to H6, technical SEO Audits, on page SEO and Navigation structure. Developed, cloned, migrated to cloud,

and maintained cluster of over 300 responsive, mobile first, user-centred WordPress websites with industry specialised digital content.

- Worked on client's websites migrations (Bootstrap and WordPress with WooCommerce), to cloud infrastructure and maintenance of existing features and plug-ins on PLESK and CentOS Web Hosting Panels. Ensured that the highest standards of data security are maintained throughout developments and code.
- Setup and implementation of new domains, SSL certificates, email, and FTP setup, including overall server management and maintenance. Implementation of web security and data protection
- Edited, authored, and published high quality, SEO and Google Adds Score optimised digital content. (8-10 Google ad score). Crafted effective, user-focused digital content in line with brand style, tone of voice and content best practice.
- Developed digital content for WordPress and Bootstrap websites, SEO and Marketing needs, keyword research, reviewing competitors' activity, implemented comprehensive SEO strategy.
- Worked closely with Google Adds Specialists, Digital Analyst, Directors, and Managers to analyse speed, performance, and effectiveness of websites, and make evidence-based improvements. Worked on marketing material and graphics, tested solutions to ensure compliance with statutory regulations and website accessibility requirements.
- Contributed to new development projects, delivering them from inception to completion, on time and within the budget.
- Ensured websites are consistent with visual identity, tone of voice delivering great user experience. Continuously monitored and improved user journeys across the website to maximize engagement, conversion, and satisfaction.
- Monitored and analysed competitor activities and performance to identify opportunities. Conducted deep keyword research using online tools to increase visibility on google while monitoring and improving backlinking strategy.
- Managed a small SEO - WordPress web design team (3-5) and mentored junior team members ensuring campaign work meets business objectives.
- Provided training and guidance on SEO best practices, technical audits, and content optimization.
- Evaluated existing content effectiveness through Google analytics, Search Console, Bing, Microsoft. Screaming frog, Ahrefs, SEMrush and many other analytic tools. Monitored, measured, and analysed results to improve and implement the best possible and most effective solutions. Created key reports to provide insight to wider business.
- Used various feedback tools to track user sentiment and solve any issues raised.

WordPress Website Designer and Senior SEO Lead

Advecto Media (Website Design and Digital Marketing Agency)

Jan 2016 – May 2021

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- At Advecto Media, I led the planning, execution, and optimization of pay-per-click (PPC) campaigns across Google Ads and social media platforms to drive targeted traffic and generate qualified leads for a diverse client portfolio.
 - Developed and managed high-performing PPC campaigns for clients in industries such as eCommerce, professional services, and home improvements, focusing on both search and display networks.
 - Conducted in-depth keyword research using tools like Google Keyword Planner, SEMrush, and Ubersuggest to identify profitable terms and align ad copy with user intent.
 - Crafted compelling ad creatives and landing pages optimized for conversion, achieving Google Ads Quality Scores of 8–10 and improving click-through rates (CTR) by up to 35%.
 - Implemented A/B testing strategies to refine ad messaging, visuals, and calls-to-action, using performance data to continuously improve campaign effectiveness.
 - Monitored and analysed campaign performance using GA4, Looker Studio, and Google Ads dashboards, reporting on key metrics such as CTR, CPC, conversion rate, and ROAS.
 - Managed budget allocation and bid strategies to maximize ROI while maintaining cost-efficiency across multiple campaigns. Integrated remarketing and audience segmentation tactics to re-engage users and increase customer retention.
 - Collaborated with SEO and content teams to align PPC efforts with broader digital marketing strategies, ensuring consistent messaging and brand visibility across channels.
 - End-to-end SEO Strategy. Designed responsive, mobile first, user-centred bespoke websites built on Bootstrap, Foundation, Wordpress CMS with Woocommerce plugin.

- Designed websites using Html, CSS, JavaScript, PHP, Bootstrap, Foundation, WordPress, etc. Worked on client's website migrations. Maintenance of existing features and plug-ins.
- Developed content for websites SEO and email Marketing Campaigns using GetResponse, AWeber and Mailchimp to send automated, high impact and follow-up Newsletters, re-writing SEO-rich content, reviewing competitors' activity.
- Crafted Digital Marketing strategy for marketing opportunities on Social Media platforms like Facebook, Instagram, Twitter, Youtube, Pinterest and many others. Produced case studies and Newsletter PDF giveaways.
- Responsible for creating and delivering innovative day to day, cutting-edge digital SEO marketing strategies for a diverse client portfolio, running SEO campaigns from conception to execution.
- Worked closely with agency clients and freelance technical partners to implement on and off-site technical SEO changes.
- Created unique selling points and messages for marketing materials such as blog posts, questionnaires, white papers, articles, email marketing campaigns, career guides etc. Analysed effectiveness and impact of content strategy and email marketing campaigns on Call to Action and customer behaviour.

WordPress Website Designer and SEO Specialist
Securitium Limited (IT Cyber Security Company)

Apr 2013 – Dec 2015

- As a Front-End Developer designed and developed responsive Html and Css web layouts, implementing WordPress, Bootstrap, PHP and JavaScript.
- Created WordPress blog with content related to IT security industry, ensuring the security of the platform content and MySQL database.
- Day to day website administration, maintenance, updates, fixes and FTP/SSH file transfers.
- Implemented both visual and functional front-end changes based on Google analytics data.
- Provided technical information to non-technical team members and clients.
- Implemented and tested new website SEO strategy ideas, prioritized the most impactful solutions to drive maximum value and learned from failed opportunities.
- Educated the non-technical team and clients on the importance of onsite, and SEO growth with its relevance to overall business and eCommerce growth.
- Identified workflow inefficiencies to combat ineffective processes within the SEO Campaigns to improve rankings, traffic, and revenue.

Website Design Video Course Instructor
Antunovic Ltd (Website Design Teacher/eCommerce Administrator)

Jan 2009 – Mar 2013

- Created a video course and eBook to teach small business owners how to create and maintain their own website. Crafted Campaigns to sell and advertise web design video course and eBook on Amazon, website, blog, and other internet-based channels.
- Image and video editing (Camtasia Studio 6,7,8). Graphic Design, file creation and transfer FTP/SSH.
- End-to-end SEO Strategy. Sales Funnels analytics (Google analytics and other web-based tools), search console (webmaster's tools), amazon web services AWS S3, SEO and digital marketing campaigns.
- Part of a busy customer service team providing front line support for online customers. Receiving and dealing with all initial customer communications, by phone, email, and face to face.
- Sales and Marketing - Investigated avenues to promote eCommerce recruiting affiliates.
- Managed inbound sales inquiries relating to products and promotions, quickly establishing relationships and rapport over the phone and email. This contributed to a 12% sales increase for the quarter by communicating product benefits and providing excellent service.
- Provided administrative support - assistance with logistics, document management (physical and electronic records and documents), maintained office supplies.
- Outsourcing complex content to specialist writers, reviewing to ensure it meets SEO objectives.
- Building back-links, including writing and publishing content to article directories and guest posts.

Technical Skills

- **SEO Tools:** Screaming Frog, SEMrush, Ahrefs, Sitebulb, SEOmonitor, GSC, GA4, Looker Studio

- **PPC Platforms:** Google Ads, Facebook Ads, Keyword Planner
- **Web & CMS:** WordPress (Divi, Elementor, WooCommerce), Bootstrap, HTML/CSS, PHP
- **AI Tools:** Gemini, Copilot, Claude, ChatGPT, Leonardo, Suno, Kling, Elevenlabs
- **Analytics & Reporting:** GA4, Looker Studio, Excel, Google Sheets
- **Project Management:** Asana, Trello, Notion
- **Design & Content:** Canva, Camtasia, Capcut, DaVinci Resolve
- **Web Standards & Accessibility:** Deep understanding of web best practices, compliance with statutory regulations across industries, and accessibility requirements: W3C standards and WCAG (POUR principles)
- **Responsive Development:** Skilled in mobile-first site development, responsive layouts, and SEO file optimization to enhance performance and user experience

Education

- Computer Science, WordPress, Bootstrap, Foundation, Agile, Html, CSS. (2008 – 2012)
- OXFORD ELITE TUTORIAL Business English 10 Berners Mews, London, W1T 3AP (2007-2008)
- Diploma in Management Studies in my home country of birth. (1992– 1995)
- Preparatory Chemistry 'Lazar Nestic' (1986-1990)

Professional Trainings

- AI SEO & GEO - Brand visibility using AI-driven SEO and GEO 2023
- Advanced Technical SEO - Advanced Page Speed Optimization, Core Web Vitals 2020
- Sales Training - Handling Objections – Closing the Sale 2019
- SEO Copywriting - NLP for Copywriters – Web Content Marketing 2018
- Data Analytics for Webmasters – GA4, GSC, Screaming Frog, Google Sheets 2017
- Ms Office - Word, Excel, Power Point, Outlook 2016
- Building Effective Teams, Presentation Skills, Effective Communication Skills 2012
- Putting the Customer First: Customer Services and Relationship Management 2009
- Customer Focus - Creating Win/Win Relationships 2008