

Victor Ijomah

SEO Executive | Technical SEO and AI Search

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PROFILE

SEO professional with 5+ years driving organic growth across e-commerce, education, hospitality and professional services. I run SEO end to end: technical audits, keyword research, on-page optimisation, content briefs, internal linking and performance reporting, with deep technical SEO expertise and a clear grasp of how search is changing through AI Overviews and answer engines.

Consistent track record of double-digit gains in organic traffic, keyword rankings and local search visibility. MSc Digital Marketing, University of Chester.

KEY SKILLS

Technical SEO: Site audits, Core Web Vitals, schema markup, crawlability, indexation, internal linking, site migrations

On-Page and Content: Keyword research, content briefs, on-page optimisation, content strategy, topic and gap analysis

AI Search: AI Overviews, generative engine optimisation, llms.txt, structured data for AI crawlers

Tools: GA4, Google Search Console, Semrush, Ahrefs, Screaming Frog, Looker Studio, WordPress (Yoast and Rank Math)

Reporting: GA4 and Search Console reporting, Looker Studio dashboards, UTM and conversion tracking

Wider Marketing: Email automation (HubSpot), CRM management, social media management, basic HTML and CSS, paid and social fundamentals

PROFESSIONAL EXPERIENCE

Technical SEO Consultant (Self-employed) | Gen6ixx Ltd Liverpool, UK | October 2025 to Present

Run technical SEO and AI Search delivery for clients, covering audits, schema implementation, crawl and indexation fixes, and AI crawler access setup.

SEO Consultant | ESO Education and Training NW Ltd Liverpool, UK | Nov 2025 to Present

- Overhauled on-page SEO across key landing pages, lifting keyword rankings and growing organic search visibility by 24% within the first three months
- Ran competitor analysis and keyword gap research that shaped a revised content strategy, contributing to a 17% increase in inbound enquiries
- Strengthened technical SEO foundations across site structure, internal linking, metadata and schema for sustained organic growth
- Built GA4 and Search Console reporting to track rankings, visibility and enquiries, and designed email nurture sequences reaching 28% open rates against the 21% sector average

SEO and AI Search Consultant (Contract) | Falconlite (Cross-border Payments Fintech) Remote | May 2026 to Present

- Lead SEO and AI Search for a cross-border payments fintech, covering technical SEO, content visibility and presence across AI search surfaces
- Optimising metadata and on-page content to improve organic click-through rate
- Building reporting and workflow automation to reduce manual reporting effort

Digital Marketing Consultant | Mylurah (FemTech, Women's Health App) United Kingdom | October 2025 to Present

- Drive digital marketing strategy for an early-stage FemTech app providing culturally rooted period tracking, pregnancy, and postpartum support for African women
- Achieved 100+ app downloads within the first months of launch through organic social media, community building, and targeted content marketing
- Develop and execute content strategy across multiple channels, positioning the brand within a competitive and rapidly growing FemTech market
- Create all marketing creative and messaging, adapting tone and language to resonate authentically with the target audience

Digital Marketing Manager (SEO Lead) | BrandDezeus (E-commerce, Men's Wear) Remote | February 2024 to August 2025

- Optimised product pages and category structure for SEO, driving a 32% increase in organic traffic within six months
- Implemented Google Business Profile and local SEO work that lifted local search impressions by 74%
- Owned SEO alongside the wider digital function, covering paid social, segmented email automation and brand content
- Rebuilt the email programme with automated workflows, driving a 24% uplift in repeat purchase rate

Digital Marketing Lead (Freelance) | HamPlus Technology Agency Nigeria | 2020 to 2024

- Led SEO across e-commerce, hospitality and professional services clients, achieving first-page Google rankings for 5+ client sites
- Built SEO-led lead generation that delivered 20+ qualified leads per month for clients
- Owned keyword research, on-page optimisation and content production as the senior SEO hand on the team

Head of Marketing | Trybe201 Remote | Oct 2023 to Aug 2024

- Owned the full marketing function and strategy, setting direction across SEO, content, social, email and paid
- Set up performance tracking across channels in GA4 and Search Console, and used the data to decide where budget and effort went
- Led SEO and content as a core growth channel, overseeing keyword strategy, on-page work and editorial planning to grow organic visibility and traffic

Social Media Marketing Manager (Contract) | Delta State University Nigeria | Nov 2022 to Mar 2023

- Developed and executed a strategic social media plan across Facebook, Twitter, LinkedIn, Instagram and YouTube, growing the university's online presence and engagement with students, alumni and prospective students
- Ran community engagement and reactive PR across channels while maintaining a consistent brand voice
- Aligned campaigns with the marketing and PR teams' goals and events, and trained university staff in social media best practice

SELECTED PROJECTS

The Technical SEO Library | blog.victorijomah.com Ongoing

- Build and maintain a growing technical SEO knowledge base and toolset, including a glossary, lesson series and custom WordPress tools

Study Abroad HQ | Founder Remote | Ongoing

- Grew a scholarship resource platform to a 1M+ member community across Telegram, WhatsApp and social media, using SEO-led content distribution across eight platforms

EDUCATION

MSc Digital Marketing, University of Chester, UK | 2024

Dissertation: The Influence of TikTok Tech Reviews on Smartphone Purchase Decisions

BSc Mathematics and Computer Science, Delta State University, Nigeria | 2016

CERTIFICATIONS

- **Semrush Academy:** AI Search Operating System, SEO Strategy, SEO Toolkit
 - **HubSpot Academy:** Content Marketing, SEO I and II
 - **Google:** Google Analytics, Fundamentals of Digital Marketing
 - **Kristina Azarenko:** Advanced Technical SEO
 - McKinsey Forward Program
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Full UK work authorisation | Available immediately | References available on request