

gert hattingh

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AREAS OF EXPERTISE

- Team Management
- Technical SEO
- Outreach
- Content Strategy
- Google Analytics
- Google Search Console
- Bing Webmaster Tools
- Google Tag Manager
- Google Data Studio
- Google Optimize
- Tableau
- CMS Frameworks
- HTML / CSS
- Basic Ruby & AngularJS
- Enterprise SEO Auditing
- All major SEO tools (Ahrefs, Majestic, Moz, Screaming Frog, DeepCrawl, Botify, SEOMonitor etc.)

PERSONAL SKILLS

- Performance driven
- Detail orientated
- Time management
- Team player
- Knowledge sharing habit

SOCIAL



/in/gerthattingh



@gertjeza

SEO SPECIALIST

My strengths do sit on the technical side of digital marketing, but I do have a keen eye for creative digital marketing. I believe knowledge sharing is the key to success within any team. Empowering team members and nurturing a learning attitude is the best recipe for consistent growth.

WORK EXPERIENCE

WEB DEVELOPER / DIGITAL MARKETER

WebsiteDesign.co.za | Jan 2014 - Dec 2014

- Build and maintain websites (Wordpress / HTML / Magento / OpenCart / Joomla)
- On-page SEO and reporting
- Google AdWords campaign setup and managing

DIGITAL DESIGNER / SEO

ILIOS Travel | Jan 2015 - Sept 2016

- UX / Design for company website and booking app
- SEO / site architecture design for consumer facing website

TECHNICAL SEO TEAM LEAD

Travelstart | Sept 2016 - April 2018

- Manage team of 2 technical SEO's + web administrator
- Communication between development & marketing department
- Keyword research & landing page creation
- Site architecture / site health reporting & maintenance

GLOBAL HEAD OF SEO

Travelstart | April 2018 - Current

- Manage team of 10 SEO's (Content / Outreach / Tech teams)
- Drive content, outreach and tech strategy
- Forecasting of revenue / budgets
- Business reporting to management
- Drive cross-team collaboration with country managers

EDUCATION

Design Foundation

CTU | 2011 - 2012

Web Development

CTU | 2012 - 2013

MCPD Programming

CTU | 2013 - 2014