MASOUD TOSIFYAN

SENIOR SEO SPECIALIST & TECHNICAL WEB STRATEGIST

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PROFESSIONAL SUMMARY

Senior SEO Specialist and Technical Web Strategist with 15+ years of foundational IT and systems operations experience, including over 8 years dedicated to technical search engine optimization and WordPress architecture. Combines a Software Engineering foundation with an Executive MBA to align deep technical execution—Core Web Vitals remediation, crawl budget efficiency, and Schema.org modeling—with measurable business growth. Track record of scaling organic performance across competitive global and domestic markets, translating data-driven search strategies into bottom-line revenue.

CORE COMPETENCIES

Technical Search Architecture: Site Architecture Audits, Core Web Vitals Optimization (LCP, INP, CLS), Crawl Budget Allocation, Robots.txt & XML Sitemaps, Canonicalization, Indexation Troubleshooting, Schema.org Markup (JSON-LD), Redirect Chains & Loop Resolution.

Search Strategy & Intent: Semantic Keyword Clustering, Competitor Content Gap Analysis, Search Intent Mapping, Programmatic Content Frameworks, Local SEO (NAP Consistency & GBP), Conversion Rate Optimization (CRO).

Web Engineering & Infrastructure: Custom WordPress & WooCommerce Engineering, Cloudflare CDN Management (DNS, Caching, Edge Rules, SSL/TLS, WAF), Server Environments (cPanel, DirectAdmin), VMware ESXi, Linux/Windows Server, IP Telephony (3CX).

Data, Analytics & Automation: Google Search Console, Google Analytics 4 (GA4), Screaming Frog SEO Spider, Ahrefs, SEMrush, Regex for Data Extraction, AI-Assisted Workflow Automation, Competitor Intelligence Scraping.

Operational Leadership: Cross-Functional Team Leadership, End-to-End Project Lifecycles, SLA & Compliance Management, Infrastructure Budgeting, Disaster Recovery & Network Security Protocols.

TECHNICAL SKILLS

DISCIPLINE	TOOLS & TECHNOLOGIES
SEO Platforms & Crawlers	Google Search Console, Screaming Frog SEO Spider, Ahrefs, SEMrush, Moz, Sitebulb, Rank Math, Yoast SEO
Analytics & Data Processing	Google Analytics 4 (GA4), Looker Studio, Advanced Excel, Regular Expressions (Regex), XPath
CMS & Web Technologies	WordPress, WooCommerce, HTML5, CSS3, PHP (Theme Customization), REST API Integration
DNS, Cloud & Hosting	Cloudflare CDN, cPanel, DirectAdmin, Apache/Nginx Fundamentals, VMware ESXi, VirtualBox
Networking & Systems	Windows Server (Active Directory), Linux, TCP/IP, LAN/WAN, VPNs, Cisco CCNA Concepts, VoIP (3CX)
Automation & AI Tools	AI Prompt Pipelines for SEO, Automated Keyword Clustering Workflows, Microsoft Office Suite

PROFESSIONAL EXPERIENCE

DIGITALBOOST
Karaj, Iran (Remote)

Lead Technical SEO Strategist & WordPress Engineer — **Feb 2019 – Present**

- Architect and execute data-driven SEO campaigns and custom WordPress solutions for domestic and international clients across competitive verticals (UK real estate renovation, luxury cosmetics, niche service providers).
- Audit and resolve critical technical site architecture issues (crawl loops, indexation errors, canonical conflicts) across 15+ commercial domains using Screaming Frog and Google Search Console.
- Engineered custom JSON-LD schema models (LocalBusiness, Organization, Product, FAQ), driving a measurable increase in SERP rich snippet coverage and organic click-through rates (CTR).
- Rebuilt and optimized WordPress and WooCommerce themes to comply with Google Core Web Vitals, reducing Largest Contentful Paint (LCP) from 4.2s to sub-1.8s and eliminating Cumulative Layout Shift (CLS).
- Scaled organic search presence for multi-regional businesses, capturing and maintaining over 150 target commercial keywords in Google Top 3 positions.
- Automated keyword clustering, competitor gap analysis, and SERP scraping pipelines using custom regex logic and AI prompt frameworks, reducing operational research time by 40%.
- Configure and maintain high-availability Cloudflare edge environments (DNS routing, page rules, web application firewall, server-side caching) to secure 99.9% uptime during high-traffic campaign spikes.

SANAT PARDAZAN KOOHSAR
Karaj, Iran

Director of Operations & Digital Systems (Promoted from Systems Administrator) — **May 2015 – Feb 2019**

- Promoted to executive leadership to modernize organizational data infrastructure and manage technology strategy across large-scale municipal utility contracts (Alborz Province Water & Wastewater Co.).
- Transitioned paper-based operations into centralized digital workflows, reducing administrative report-processing latency by 30% and eliminating compliance bottlenecks.
- Directed a cross-functional technical and operational team, overseeing milestone delivery, resource allocation, and departmental budgets.
- Deployed internal task-management frameworks and unified IP telephony systems (3CX over VMware ESXi) to support remote site-to-office communication.
- Prepared structured data audits, cost-benefit models, and operational financial reports to ensure audit readiness and SLA compliance for state-level enterprise contracts.

ARVIN BAR MAHSHAHR
Mahshahr, Iran

Head of IT Infrastructure (Promoted from Systems Operator) — **Mar 2011 – Apr 2015**

- Advanced through successive promotions (Operator → Network Technician → Head of IT) to lead all IT operations, server environments, and hardware assets across a 50+ workstation enterprise setup.
- Implemented strict network security policies, automated backups, and Windows Server Active Directory structures, reducing unplanned infrastructure downtime by 25%.
- Standardized hardware and software procurement pipelines, negotiating vendor agreements to reduce annual IT operational expenditures while upgrading core network capacity.
- Supervised system-wide disaster recovery and performance optimization routines, providing tier-2/3 technical support and training non-technical staff on digital systems.

EDUCATION

Master of Executive Business Administration (EMBA) — **Sep 2015 – Jun 2017**
Islamic Azad University, Karaj Branch
GPA: 4.0 / 4.0 (18.82 / 20) — Ranked 2nd graduating student in Executive Management | Focus: Strategic Marketing, Consumer Behavior, Brand Equity Analytics

Bachelor of Science in Computer Software Technology — **Sep 2007 – Jun 2009**
Ghiaseddin Jamshid Kashani University
GPA: 3.0 / 4.0 (16.45 / 20)

Associate Degree in Computer Software **Sep 2004 – Jun 2007**
Islamic Azad University, Karaj Branch

PUBLICATIONS & RESEARCH

- **Book:** Tosifyan, M., & Ramazani, A. (2017). *Brand Marketing: Its Impact on Brand Equity and Consumer Behavior*. Da Publishing, Tehran. ISBN: 978-600-8737-91-9.
- **Journal Paper:** Tosifyan, M., & Ramazani, A. (2018). The Impact of Luxury Brand Marketing Efforts on Brand Equity and Consumer Behavior. *Roshd-e-Fanavari*, 14(54).
- **Journal Paper:** Tosifyan, M., & Tosifyan, S. (2017). A Research on the Effect of Social Media on Tendency to Entrepreneurship and Business Establishment. *Emerging Science Journal*, 1(1).
- **Academic Profile:** Google Scholar Profile — 23 Citations | h-index: 3 | i10-index: 1.

CERTIFICATIONS

- **Cisco Certified Network Associate (CCNA)** | Dec 2010
- **Advanced Digital Marketing & Social Strategy** | May 2017

LANGUAGES

- **Persian:** Native Proficiency
- **English:** Professional Working Proficiency (B2 / C1)
- **German:** Elementary (A2)