

# Farzad Vafaei

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## WORK EXPERIENCE

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### Farzad.Marketing

**Fall 2025 – Current**

*Independent AI and Technical SEO Projects*

*Remote in Toronto.*

- Advanced AEO/GEO, agentic AI, and software development skills through HubSpot, IBM, and Google AI training while building production-ready marketing tools with PHP, Python, Go, APIs, Lovable, Cursor, and Claude Code.
- Built scalable SEO systems for programmatic local pages, AI-search tracking, reporting, backlink outreach, GBP automation, digital PR, web scraping, and paid-media protection.
- Provided selective freelance technical SEO and growth support to Atlas Designs, The Foundation Kings, Home Additions Toronto, and other local home-industry businesses, achieving top visibility across Google and AI-driven search experiences within 60 days.
- Increased Ahrefs Domain Rating (DR) from 2 to 50+ in two weeks through digital PR, press releases, Reddit strategy, and large-scale backlink outreach using advanced scraping, prospecting, and automation workflows.

### Sona Visual Inc.

**Fall 2023 – Fall 2025**

*Technical Marketing Specialist*

*Remote in Toronto.*

- Led full-funnel SEO and performance marketing strategies, integrating traditional optimization with emerging AI-driven discovery channels.
- Optimized and rebuilt corporate WordPress websites through technical SEO, entity optimization, site architecture improvements, and content enhancements.
- Executed growth campaigns across Instagram, TikTok, and YouTube using data-driven scheduling and performance analysis.
- Supported nationwide SEO expansion initiatives, building over twenty SEO optimized websites contributing to scalable organic growth across multiple Canadian cities.
- Designed automated email marketing workflows and campaigns for segmented and custom audiences.
- Developed a cutting-edge WordPress plugin with LLM APIs to modernize content production, automate workflows, improve data analysis, and optimize marketing performance.

### ParseHub Inc.

**Spring 2022 – Fall 2023**

*SEO Specialist*

*Remote in Toronto.*

- Led keyword research, competitor analysis, SEO reporting, and website optimization using Google Analytics, Ahrefs, and SEMrush to improve rankings for target keywords.
- Produced informative and engaging blog posts and YouTube videos, achieving large increases in organic traffic.
- Executed strategic link-building and outreach campaigns, earning valuable backlinks.

**North Solutions Inc.***Marketing Specialist***Summer 2018 – Winter 2021***Remote in Toronto.*

- Delivered CRM, CMS, IT consulting, web/app development, e-commerce, SEO, cloud, performance, and security solutions while managing projects from planning through deployment.
- Worked directly with global clients, including CMS, viral marketing, and web development for YOKKAO Inc. and Debian-based SMTP infrastructure for AEP Beauty (Self Shero Inc.).

**Multimatic Inc.***Communications Specialist***Summer 2017 – Summer 2018***Markham, ON.*

- Led the redesign of three corporate websites, improving mobile usability, visual design, and overall digital experience.
- Developed a WordPress-based internal business application and provided technical support across SAP, networking, and cloud systems.

**MadWhips Inc.***Social Media Coordinator***Fall 2015 – Spring 2017***Toronto, ON.*

Built a Python web scraper to curate automotive content, managed social media profiles reaching 12M+ globally, and interviewed, trained, and managed university co-op students.

**WiConnect Inc.***Junior Developer, IT Co-op Student***Summer 2015 – Fall 2015***Toronto, ON*

Resolved a critical Moodle database failure for a pharmaceutical college, securely migrated and optimized confidential data and server infrastructure, and provided software, hardware, and network support for major client SkyPower.

**EDUCATION****Ryerson University***Bachelor of Science (With Honors), Computer Science: cumulative GPA 3.7/4***May 2013 - 2017***Toronto, ON***CERTIFICATIONS & SKILLS****Certifications:**

- IBM Generative AI for Digital Marketing, IBM SEO Mastery, Google AI Professional
- Google Analytics, Google Ads, Google Tag Manager, Google Search Console
- HubSpot AEO Fundamentals, Meta, Yoast SEO and ITIL4 Certifications

**SEO & Marketing Skills:** Technical SEO, Enterprise SEO, AI Search Optimization (AEO/GEO), LLM visibility, Local SEO, Programmatic SEO, Google Business Profile (GBP), entity-based SEO, on-page SEO, site architecture, keyword research, competitor analysis, digital PR, link building & domain authority, CRO, web design, WordPress SEO, web scraping, Google Ads, GA4, Google Search Console, Google Tag Manager, Ahrefs, SEMrush, Screaming Frog, SEO PowerSuite, ScrapeBox, GSA, Reddit & community marketing, automation, analytics, CRM/dashboard development, growth strategy, team leadership, agency & sales experience.

**Technical Skills:** Python, PHP, Go, JavaScript, HTML/CSS, WordPress development, REST APIs, Google Cloud APIs, LLM APIs, API integrations, Git/GitHub, Docker, Linux, Playwright, web scraping, AI/LLM automation, agentic AI workflows, prompt engineering.