



Marijana Nikolić

Senior SEO Expert

With 11 years of experience in Link Building and SEO, I have developed strategies that consistently improve search rankings, drive website traffic, and increase lead conversions. I help businesses enhance their online visibility and achieve sustained organic growth by combining creativity with technical expertise to secure high-quality backlinks that deliver measurable results.

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B

Serbian

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Technical skills

Off-Page SEO

On-Page SEO

Technical SEO

Core Web Vitals

Data Analysis

WordPress

Magento

SemRush

Ahrefs

Elementor

ScreamingFrog

BaseCamp

PeopleForce

AI tools

Microsoft Office

Education

Tourism economist

September 2014

College of Economy and Tourism, Belgrade, Serbia

August 2021

Work experience

SEO Link Building Manager

January 2024

Digital Silk, Remote

Current

- Team leading
- Anchor ratio strategies making
- Changing targets and building anchors for the targets
- Detailed analysis of backlink profiles, spam scores, and approvals.
- Indexing backlinks
- Link exchange strategy
- Cold email outreach strategies and proposals
- Finding local links
- Citations building
- Revision of competitors' backlinks, and looking for new link building opportunities (analyzing the strengths and weaknesses of their backlinks)
- Preparation of disavow folders after detailed analysis of backlink profiles
- Budget allocation for link building
- Finance reports
- Weekly payments
- Collaboration with the CEO, other teams, and other departments on strategies, and payments.
- Recruiting and training new employees and team members
- Reviewing link builders' work
- Weekly and monthly reports
- Payroll

Team Lead Of Link Building Team

August 2018

Seo1Click, Belgrade

January 2024

- Team leading
- Anchor ratio strategies making
- Changing targets and building anchors for the targets
- Indexing backlinks
- Sponsorships-making strategy
- Link exchange strategy

Soft skills

Leadership and Teamwork

Critical Thinking and Problem Solving

Decision Making

Interpersonal Skills

Fast Learning

Creativity

Adaptability & Flexibility

Self-motivation

Languages

English (B2)

Interests

Painting

Yoga

Aikido

Hiking

Cooking

Gardening

Certifications

SQL at B.A.Y.com, Belgrade

Art Healing Practitioner

- . Skyscraper technique strategy
- . Cold email outreach strategies and proposals
- . Finding local links
- . Organizing Tier 2 link building
- . Building our WordPress sites
- . Finding websites for Tier 1 clients for HQ guest posts
- . Strategic decisions
- . Looking for new SEO trends by watching Google updates and new link building opportunities
- . Review whether particular sites should be disavowed and decide how many links should be disavowed.
- . Communication with clients regarding the link building questions and tasks
- . Collaboration with the CEO, other teams, and other departments on strategies, payments, etc.
- . Communication with account relationship managers of link building platforms
- . Building systems, templates, and appropriate sheets
- . Insertion of new clients into databases, checklists
- . Competitors backlinks checklists
- . Detailed backlink profile revision and detecting spam or other issues
- . Revising rankings
- . Links
- . Disavowing high-toxicity links from SemRush
- . Analyzing sites with SemRush, Ahrefs, Screaming Frog, etc.
- . Revision of all site's spam score before the team build links
- . Budget allocation for link building
- . Revising links and disavowing spam
- . Organizing unplanned tasks from the operations team
- . Resolving team members' problems about sites for lb and other
- . OT and freelance calculation
- . Recruiting and training new employees and team members
- . Checking the work of link builders (working time, completion of tasks)

Link Building and SEO Strategist

January 2020

VenturaMedStaff, USA

March 2023

- . Technical SEO on the entire website
- . SEO audit and SEO strategy
- . Keyword analysis and strategy
- . Technical SEO on the whole website
- . Competitor analysis
- . Website content creation
- . Creating content for blog posts
- . Creating content for guest posts
- . Link building
- . Performance Tracking & Monitoring
- . Consulting

SEO Strategist

March 2021

Mindberg, Belgrade

October 2022

- . Technical SEO on the entire website
- . SEO audit

- . Keyword analysis and strategy
- . Optimizing website content
- . Optimizing blog posts
- . Consulting

Content Manager

April 2015

Pixel Media D.O.O., Belgrade

August 2018

- . Website content creation
- . Creating content for blog posts
- . Creating content for guest posts
- . Technical SEO of the sites
- . Internal linking
- . Link building and guest posting
- . Using Sales Navigator to generate leads and contact potential associates
- . Creating content and media posts for social media
- . Providing feedback on the design of the site to the CEO
- . Performance tracking and monitoring of the sites

● References

- . Boris Pejić from Pixel Media D.O.O.
- . Thomas Swieca from Radisson Collection Hotel, Old Mill Belgrade
- . Ivan Maksimović from Hotel City Savoy Belgrade/ Boutique Hotel Museum