

SINENHLANHLA SITHOLE

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PROFESSIONAL SUMMARY

SEO & Website Specialist with 2+ years of hands-on experience in WordPress management, on-page SEO, and technical SEO fundamentals. Skilled in optimizing site structure, improving performance, and resolving SEO issues using data-driven insights.

CORE SKILLS

- WordPress Website Management (Content Updates, Page Structuring)
 - On-Page SEO (Meta Tags, Headings, Internal Linking, Content Optimization)
 - Technical SEO (Crawlability, Indexing, Site Structure, Speed Optimization)
 - Keyword Research & Competitive Analysis
 - SEO Audits & Issue Resolution (Screaming Frog, GSC)
 - Link Building & Outreach Support
 - CMS Management & Plugin Handling (WordPress)
 - Basic HTML & CSS Understanding
 - Performance Tracking & Reporting (GA4 fundamentals)
 - UX & Content Optimization for Conversions
 - Analytical Decision-Making (SEO Data Interpretation)
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PROFESSIONAL SUMMARY

SEO/DATA SPECIALIST & AI TRAINER
OUTLIER AI (REMOTE), FREELANCER | SEP 2024 – MAR 2026

- Apply SEO principles to evaluate and improve structured content for clarity, relevance, and performance
- Identify gaps in content structure, keyword intent alignment, and optimization opportunities
- Use analytical tools and reasoning to improve content quality and consistency
- Work within strict performance guidelines and deliver high-accuracy outputs in a remote environment
- Collaborate with distributed teams ensuring quality, accuracy, and structured execution

HR/ADMIN OFFICER | IT & DIGITAL SUPPORT
KINGGEE LIFESTYLE AND LOUNGE | MAR 2019 – MAR 2024

- Supported website content updates and basic page maintenance using CMS tools
- Assisted with structuring and updating digital content for improved usability and clarity
- Helped identify and resolve operational and digital workflow inefficiencies
- Maintained internal reporting systems and tracked business performance data
- Strengthened organizational workflows and improved process consistency

Tutor (Psychology & Academic Support)
University of Mpumalanga | Jan 2022 – Dec 2022

- Delivered structured academic support and improved clarity of complex written content
- Reviewed and edited written material for structure, accuracy, and readability
- Used data insights to track and improve student performance
- Strengthened communication skills in explaining technical concepts clearly

SEO & WEBSITE EXPERIENCE (HANDS-ON EXECUTION)

- Managed and updated WordPress website content including formatting, structure, and publishing workflows
 - Performed on-page SEO optimization: meta titles, descriptions, headings, and internal linking improvements
 - Conducted SEO audits using Google Search Console and Screaming Frog to identify indexing and crawl issues
 - Supported technical SEO improvements including site structure adjustments and performance optimization
 - Assisted in keyword research and mapped search intent to relevant pages
 - Identified UX and content gaps to improve engagement and navigation flow
 - Monitored SEO performance metrics and implemented iterative improvements based on data
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EDUCATION

BACHELOR OF ARTS (PSYCHOLOGY, ENGLISH, ECONOMICS)
UNIVERSITY OF MPUMALANGA

CERTIFICATION

- Full Stack Web Development – SheCodes
 - ALX Artificial Intelligence Career Essentials (95%)
 - Virtual Assistant Programme – ALX
 - Microsoft Office (Word, Excel, PowerPoint) – EduCourse
 - Administrative & Data Entry Certifications – EduCourse
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TOOLS & PLATFORMS

- WordPress (Content Management & Page Updates)
 - Google Search Console
 - Ahrefs
 - Screaming Frog
 - Google Analytics (GA4 basic understanding)
 - Basic HTML & CSS
 - SEO Research & AI-assisted drafting tools
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ADDITIONAL INFORMATION

- Comfortable working US Eastern Time Zone hours
- Strong analytical and problem-solving mindset
- Able to work independently and manage multiple SEO tasks
- Strong written English communication skills
- Detail-oriented with focus on accuracy and execution
- Experienced in structured remote work environments