

Roshan Khausiya

Digital Marketing Specialist

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Summary

Digital Marketing Specialist with 5+ years driving online visibility through advanced SEO and social media strategies. Expertise in NLP, topical authority, semantic search, and social media management to deliver top rankings, audience engagement, and sustained organic growth.

Work Experience

Hamburg-teppichreinigung - Hamburg, German

Lead SEO Specialist

08/2024 – 11/2025

- Secured top 1 positions for "Hamburg Teppichreinigung" Major Keyword and in the local map pack.
- Improved site speed, resolved crawl errors, and boosted mobile responsiveness, leading to better user experience and search rankings.
- Gained 24,000+ impressions in three months, driving increased organic traffic.
- Developed and executed a structured content silo strategy to enhance topical relevance, improving internal linking and overall site authority in target areas
- Analyse campaign performance using Google Analytics, HubSpot, and proprietary tools, providing actionable insights that optimised ROAS by 35%.

Morgenland-teppiche - Hamburg, German

SEO Specialist

08/2023– 11/2025

- Achieved a remarkable increase in total impressions from 608K (Oct-Dec 2022) to 1.21M (Oct-Dec 2023), demonstrating a substantial 99% growth.
- Successfully improved the average CTR from 1.2% in 2022 to an impressive 1.8% in 2023, showcasing a 0.6% percentage point increase.
- Rankings for more than 600 commercial and informational keywords were achieved, increasing traffic and conversions significantly.
- Managed email marketing campaigns using Brevo, achieving average open rates of 28% and click-through rates of 8.5% across B2B technology audiences.
- Collaborated with sales enablement team to develop campaign materials and sales tools, supporting 20% increase in sales team productivity.
- Conducted competitive analysis and market research, providing insights that informed product positioning and messaging strategies.

Mickey Monthly – United States

SEO Specialist

12/2021– 06/2022

- Demonstrated expertise in holistic SEO, including NLP and topical authority.
- Enhanced organic traffic and search engine rankings through proven SEO techniques, keyword research, and content optimization.

Niva.io – United States
Content Strategist & SEO

12/2020– 06/2021

- Contributed to a 27% visibility boost by implementing strategies like concise content creation and optimizing for improved SEO performance.
- Collaborated with the writer to guide and support on-page optimization techniques, making edits for enhanced SEO performance.

SKILLS

- Keyword Research
- Technical Audit
- Link Building
- Competitor Analysis
- On Page SEO
- Local SEO
- Holistic SEO
- Topical & Semantic SEO
- Content Briefing
- Schema Optimization
- Google Merchant Center
- GA4/Tagmanager
- Google Ads
- Meta

Education

Masters of Cybersecurity & Forensics (07/2025)
University of the Sunshine Coast, Adelaide

Bachelors of Computer Applications (2019-2025)
Lumbini city college,Nepal

Trainings:

- The Mastermind Mindset Batch 8
- Nano Niche Mastery Batch 3
- Fat Stacks
- Authority Site System 3.0

References :

Adish Kattel

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Morgenland-teppiche,Product Manager

Kunal Shah

Mail : kunalsah29@gmail.com

Niva.io,Product Manager

Portfolio& Presentation deck:

<https://www.figma.com/proto/3aqQBGsD17Y6Ml6DD5Psho/PRESENTATION-DECK?node-id=0-1&t=k7o3JyHzaqdv6Xqz-1>