

Darmini Kara

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Results-driven SEO professional with substantial experience developing websites, devising digital promotional strategies, and utilizing marketing methods. Proven success increasing websites ranking, brand visibility, and site traffic. Demonstrated expertise in blog posting, onsite optimization, and landing page design conventions. Exceptional advisor; delivering remarkable support in all aspects of regular digital marketing operations. Natural capacity for establishing strong relationships with top management, clients, and diverse natured teams.

Areas of Expertise

Strategic Planning & Execution | [Content Marketing Initiatives](#) | Local SEO | [Technical SEO](#) | Enterprise SEO | [Process Improvement](#) | Site Statistics Evaluation | [Web Design](#) | SEO Best Practices

Technical Proficiencies

Google Analytics | [Google Search Console](#) | Bing Webmaster Tools | [Microsoft Office Suite](#) | Basecamp | [Photoshop](#) | Spyfu | [Screaming Frog](#) | Mangools | [Raven Tools](#) | Schema

Professional Experience

[Topgolf, Dallas, TX](#)
[SEO Specialist](#)

2022 – 2023

Known for providing thought leadership and seamlessly collaborating with numerous teams within the marketing department, and demonstrating expertise in keyword discovery and optimization.

- Successfully developed SEO strategies for eight Topgolf web portfolios, including international portfolios.
- Created a 10-page guide to SEO for international Topgolf web properties, demonstrating basic SEO principles for new digital marketers.
- Developed corporate events page from scratch which resulted in page one rankings in Google.
- Audited and improved the Experience page on Topgolf.com by performing keyword analysis, adding high search volume keywords to the page and improving flow.
- Spearheaded ongoing keyword discovery and expansion initiatives, resulting in increased organic search rankings and improved visibility across targeted markets.
- Implemented effective techniques to optimize content and ensure alignment with evolving search engine algorithms.
- Conducted in-depth audits of website architecture, page content, and linking structures, identifying opportunities for improvement and recommending strategic changes.
- Analyzed keyword and SEO techniques employed by competitors, identifying market opportunities and formulating strategic recommendations for staying ahead of industry trends.
- Provided valuable insights to stakeholders based on thorough research and competitive benchmarking.
- Collaborated with the marketing team to optimize landing pages for email and campaign initiatives, ensuring seamless integration of SEO best practices into content creation and planning processes.

- Increased LinkedIn followers by 62% in six months through organic content.
- Revamped company website to optimize content design and save time for business owners.
- Planned and executed marketing campaigns on all social media channels.
- Provided support to the sales team with digital/traditional marketing materials.
- Generated and delivered monthly reports on web trends and social analytics.
- Devised strong strategies for future campaigns.

Insurance Technologies Corp, Carrollton, TX
SEO Consultant

2010 – 2020

Cultivated professional relationships with clients to achieve digital marketing success. Formulated practical SEO plans by conducting keyword research for client website traffic and leads growth. Delivered strategic assistance to clients regarding marketing methods and implemented effective strategies for high ROI based on analytics reports assessment. Applied offsite methods such as Google My Business, Google's Knowledge Graph, and Google Reviews to improve clients' local Google rankings and conversions. Fostered solid rapport with design and setup team as well as liaised with website design coordinators to develop high converting websites.

- Restructured SEO department and coached fellow consultants to facilitate Insurance Business America Magazine in achieving recognition of ITC as top technology provider in digital marketing for three years.
- Supported insurance clients in boosting 50% organic and overall 98% traffic YOY through landing page and content marketing across Georgia.
- Developed marketing plan and website that drove agency's growth by five times in Oklahoma.
- Increased organic search rate and direct traffic YOY by over 100% through robust content development in Michigan.
- Contributed towards success of ITC's Agent Conference through delivery of tactical guidance on SEO and digital marketing for agents and attendees.
- Utilized basic HTML and CSS languages; enhancing client websites for SEO.
- Authored blog posts about SEO for company promotion.

Additional Experience

SEO Consultant, Retrospxt Holdings, Keller, TX

Web Consultant, Freelance, Frisco, TX

Webmaster, TheMarketingShop.com, Frisco, TX

Education & Credentials

Bachelor of Arts in Technology (Cum Laude)

University of Texas at Dallas, Richardson, TX

How Your Homepage and About Us Page Content Builds Trust, 2020

Indiana Insurance News