Is'haga Bello

belloishaga@gmail.com | +237-696-404-950 | linkedin.com/in/bello-ishaga | Douala, Cameroon (remote)

SEO Manager with 7 years in technical SEO and organic growth, combining search strategy with hands-on data and automation work (Python, Make.com, Looker Studio). At the Institute of Project Management, grew organic clicks 7.6x across a multi-domain, multilingual setup and built the data and AI workflows that run it. Focused on GEO: making brands visible and cited in Google AI Overviews, ChatGPT, Perplexity and Gemini.

Skills:

1. **SEO & Strategy**: Technical SEO, GEO/AEO (AI search visibility), International & multilingual SEO (hreflang), Local SEO, Content strategy, Link acquisition
2. **Data & Automation**: Python, Make.com, Looker Studio, GA4, Google Search Console, Zoho CRM & Analytics
3. **Tools**: Ahrefs, SEMrush, WordPress (WPML), HTML, CSS, JavaScript, ClickUp, Notion
4. **AI**: AI content workflows, custom GPTs, LLM-based automation

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EXPERIENCE

SEO Manager
Institute of Project Management

2025-03 - Present

- Grew organic clicks 7.6x (3.7K to 28.2K/month) and improved average position from 20.9 to 5.9 in 16 months (Google Search Console, May 2025 – Sep 2026)
- Built the marketing data layer: Make.com webhook scenarios connecting GSC, GA4, Google Ads and Zoho CRM to Looker Studio dashboards and a custom GPT for plain-language reporting
- Track visibility in AI search (Google AI Overviews, AI Mode, Perplexity, Gemini, ChatGPT): IPM cited on 300+ pages across AI platforms (Ahrefs)
- Led recovery from a Google core update: diagnosed losses on top-performing articles and ran a 4-week refresh of the 20 most affected pages
- Restructured international architecture: consolidated ~449 low-performing .ie pages into .com and managed hreflang across Irish, international and Spanish versions
- Launched the Spanish market with a 181-page translation roadmap prioritised by search demand
- Fixed cross-domain lead attribution (.com leads credited to .ie) and specified server-side reCAPTCHA v3 to remove bot leads from CRM data
- Manage content and link-building specialists, plus an external link-building agency held to 3-month performance gates

SEO Team Lead
Blue Window Ltd
2023-02 - 2025-03

- Led SEO and content operations across 5 international markets in highly competitive, regulated verticals
- Directed technical SEO: site audits, schema markup implementation and site architecture optimisation

- Built AI content-automation tools from scratch in Python and Make.com, scaling content production across all markets
- Managed a content production team, overseeing campaign execution for quality and strategic alignment

SEO Consultant
Great Smiles Orthodontics

2022-08 - 2022-12

- Ran a local SEO audit and fixed the critical issues limiting search visibility
- Executed a local strategy: Google Business Profile optimisation, citation building, content creation and technical fixes
- Improved local rankings and click-through rates within two months

Head of SEO & Content Marketing
Djangutech
2019-09 - 2022-11

- Led content strategy and SEO across 200+ technology articles
- Built SEO frameworks covering technical audits, keyword optimisation and content gap analysis
- Ran the editorial calendar and production pipeline, streamlining workflows with automation

PROJECTS

- **Search Console Mini**: Chrome extension published on the Chrome Web Store. Shows real-time GSC clicks, impressions, CTR and position for any page, with on-page content analysis (Google OAuth)
- **Verisource (verisource.fr)**: AI content detection SaaS for the French-speaking market

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EDUCATION

Bachelor's Degree in Marketing
UNIVERSITY OF DOUALA | 2023

LANGUAGES

English - Fluent
French - Fluent