



Tamara Grozdanović

About Me

SEO-oriented professional with extensive experience in betting and sports media portals across international markets. Proven track record in executing deep audits in various tools, content strategy, Google Discover optimization, and technical site health checks.

With a background in WordPress development and cross-functional negotiation, I effectively bridge the gap between product, content, and engineering teams.

Interested in AI integration and leveraging modern tools to scale search efficiency. Also experienced in affiliate optimization and promo code structures.

✉ tamaragrozdanovic992@gmail.com 🌐 digitalcentersolutions.com ☎ [+381603852622](tel:+381603852622)  [Tamara Grozdanovic](#)

Education

Bachelor of Laws
University of Niš

Languages

- English
- Spanish
- Italian
- Serbian

SEO & Digital Tools

- Google Search Console
- Google Analytics
- Screaming Frog
- Ahrefs
- OnCrawl
- Marfeel
- Discover Snoop
- Semrush
- SEOTesting tool
- Moz
- RankMath
- WordPress
- HTML & CSS
- Claude
- ChatGPT
- Gemini
- AccuRanker
- SurferSEO
- Wikidata
- Mangools
- Majestic
- Yoast SEO

Work Experience

My Portfolio

Better Collective

Oct 2024 – Jul 2026

SEO Analyst

May 2025 – Jul 2026

- Led SEO strategy as SEO Owner for high-traffic platforms in LATAM markets (AR, MX, CL, BR).
- Monitored audience trends and performance
- Identified site speed issues and delivered technical fix reports
- Keyword research, content planning, and internal linking
- Negotiated directly with dev, and content teams
- Automated crawl analysis by MCP server integration.
- Building Claude skills
- Schema improvements
- Key sites: bolavip.com, redgol.cl, futbolcentroamerica.com, juanfutbol.com

Junior Optimization Performance Audits Specialist

Oct 2024 – Apr 2025

- Deep technical site Health Checks for international sites
- Performed page-level and domain-level competitor analysis
- Executed Content Gap Analysis
- Creating Content Briefs
- Tracked website performance metrics using GA4 and GSC
- Analyzed crawl data Screaming Frog and Ahrefs.

Skills

- SEO Strategy & Ownership
- Technical & Content SEO Audits
- WordPress Development
- Google Discover & Schema Markup
- AI-Driven Workflows
- Competitor & Internal Linking Analysis
- Affiliate & Promo Code Optimization
- Team Collaboration

References:

Emilija Jović,
Product Owner at Growth Leads

Braian Iván Quiña,
SEO Manager at Better Collective



Tamara Grozdanović

Freelance – WordPress & SEO

2024

- Developed and redesigned custom responsive websites
- On-Page SEO optimizations
- Responsiveness audits and fixes for client websites.
- Keyword Research and Content Strategy for niche blogs

RCM Technologies

2021–2023

Digital Marketer

Jun 2023 – Dec 2023

- Built & maintained responsive WordPress sites
- Managed on-site SEO and analytics
- Created blog content and performed site testing
- Key Sites: rcmt.com, aerospace.rcmt.com, hcm.rcmt.com, rcmitgroup.com

Billing Administrator

Aug 2021 – May 2023

- Tracked employee finances in Excel and resolved payroll issues.
- Created orders and processed invoices in client billing apps.

Social Media Administrator (Additional Activities)

Jan 2023 – May 2023

- Managed social media pages for Health Care Department
- Creating posts, visuals, videos, blogs, and interview content.

Law Internship

2019–2021

- Drafted contracts, lawsuits, and legal claims in Serbian and English, specializing in enforcement, insurance, and court representation.

Other activities

- Worked as a Generative AI Trainer, validating complex outputs to ensure factual accuracy, alignment, and response quality.
- Built and managed several blogs for Serbian audiences.
- Guest posting and backlink partnerships to grow DA.
- Created Digital Center Solutions as a main portfolio and professional blog for SEO, AI, and marketing content.