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Top Skills

Internet Software
django mvt
AI

Languages

English (Professional Working)
German (Professional Working)
French (Elementary)
Albanian (Native or Bilingual)

Certifications

Build with AI
OpenEDG Python Institute:
Programming with Python
Professional Certificate
Introduction to Django

Kastriot Tanaj #♂#

Helping Businesses Win on Google AND AI Search | AI Automation
for Marketing |

District of Pristina, Kosovo

Summary

I help local businesses, agencies, and SEO teams win on Google AND AI search, then turn that visibility into real leads and revenue. Search just changed. Google now answers questions with AI, and a lot of businesses that used to rank are quietly disappearing. My focus is making sure the brands I work with are the ones getting cited, clicked, and chosen instead. My expertise sits in three connected areas. In SEO and the newer GEO discipline, I run keyword research, technical audits, content strategy, and the optimization work that gets brands surfaced inside both classic search and AI generated answers like ChatGPT and Google's AI results. In AI automation, I build systems that take repetitive marketing tasks off the table, from content workflows to precise conversion tracking with tools like the Meta Conversions API, so campaigns run cleaner and every decision rests on real data. And across all of it, I apply Straight Line persuasion to the copy, pitch, and positioning, because visibility only matters if it moves the right person to act. Over five years in digital marketing I have helped companies across Europe grow their presence and increase revenue, and I am now leading SEO efforts in the German market. I also run AI SEO and Marketing Hub, a community where local businesses, agencies, and SEO operators get the exact tools, workflows, and feedback to execute SEO with AI rather than guessing. No theory. Just the system, run today. Always up for trading ideas about where marketing and AI are colliding next, ideally over good coffee.

Experience

Digital Diamonds
Search Engine Optimization Specialist
September 2025 - Present (1 year)
Germany

Responsible for developing SEO services and implementing data-driven strategies to boost visibility, rankings, and organic traffic. Key focus areas include keyword research, on-page and technical optimization, content strategy, and performance tracking to deliver measurable growth.

PolePosition Marketing

Web Developer / SEO Manager

November 2025 - Present (10 months)

Germania

The PolePosition Solutions GmbH is part of the company Digital Diamonds GmbH. Here I will help with SEO processes and also at the same time, develop the website through the Django technology.

Imar Group

Social Media Manager

April 2025 - September 2025 (6 months)

Kosovo

My main job here is to strengthen the company's position across social media platforms. Additionally, I will build the website and leverage the power of machine learning, SQL, and big data to predict user demand for cosmetics and beauty products.

marketingketten

Search Engine Optimization Manager | Web Developer

March 2024 - September 2025 (1 year 7 months)

District of Pristina, Kosovo

Gerti Foods

Head Search Engine Optimization

November 2024 - May 2025 (7 months)

Prizren, Prizren District, Kosovo

- Developed and implemented SEO strategies to position Gerti Foods as a leader in the food industry.
- Increased company visibility in new markets, leading to successful market entry and growth.
- Analyzed and optimized website content to improve search engine rankings and drive organic traffic.

ROI Academy

Digital Marketing Trainer

November 2023 - July 2024 (9 months)

Kosovo

Besa Visa Agency

Social Media Specialist

November 2022 - July 2024 (1 year 9 months)

Pristina, District of Pristina, Kosovo

MIK Group

Content Creator - SEO Developer

September 2021 - May 2023 (1 year 9 months)

Switzerland

Education

AAB College

Bachelor's degree, Computer Science · (October 2022 - June 2025)