

Ana Perez

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SEO Specialist

I have over **eight years** of experience as an SEO specialist and am deeply passionate about all aspects of the dynamic digital marketing industry. My career is studded with numerous success stories. I have created and executed strategies that have enabled businesses from diverse industries to achieve remarkable growth in organic traffic, brand recognition, and visibility. I meticulously analyze data to generate valuable insights and refine strategies that consistently drive growth.

WORK EXPERIENCE

Independent SEO consultant • Remote, USA • 07/2023 - Present

Seo Manager

- Successfully implemented SEO strategies that led to a notable surge in organic traffic for clients' websites, resulting in improved visibility and brand recognition.
- In charge of developing the SEO strategy and producing actionable materials, including keyword research, technical audits, competitor analysis, meta tags, headers, content briefings, schema revision, dashboard creation, and in-depth analysis.
- Demonstrated success across diverse industries : healthcare, e-commerce, banking, retail, travel, pharma.
- Planned and executed website migrations and redesigns while ensuring that all SEO elements were taken care of.

Making Science Agency • Madrid, Spain • 08/2022 - 06/2023

Senior Seo Consultant

- By optimizing on-page and technical SEO, and defining a content strategy, laroche-posay.es saw a 38% YoY increase in organic traffic and a 280% increase in blog traffic.
- Optimized on-page elements, technical SEO, content, and off-page factors to improve search rankings and user experience.
- Collaborated closely with clients and other teams (paid media, content), executed technical SEO recommendations, and built solid relationships for satisfaction. Managed a team of four people for an SEO project.
- Clients included L'Oréal, Bulgari, Parques Reunidos (amusement parks) , and Bahía Príncipe resorts.

Samsung • Madrid • 10/2021 - 07/2022

Senior Seo Consultant

- Achieved a significant 10% increase in organic traffic YoY during the Samsung Galaxy S22 launch compared to S21.
- Developed and advocated for a data-driven and forecast-supported SEO strategy for Samsung
- Led the planning, execution, and evaluation of successful SEO launches and campaigns.
- Created and implemented a roadmap for SEO initiatives.

T2o.Com Agency • Madrid • 03/2019 - 09/2021

Seo Consultant

- Improved organic search performance by 20% through technical SEO initiatives, resulting in increased website traffic and conversions.

- Collaborated with internal teams and external partners to align SEO strategies with overall marketing objectives.
- Evaluated and updated monthly SEO strategies, including technical site audits, On-page optimizations, monthly performance reporting, and strategy adjustments. Clients included: LOEWE, Nationale-Nederlanden, Repsol, and Direct Seguros.

11811.es • Madrid • 10/2017 - 02/2019

11811 is a group of telephone information companies focused on positioning content about customer service telephone numbers of large companies.

Seo Consultant

- Optimized content led to a 15% increase in YoY leads, driven by focus on keywords, headings, and technical improvements like schema markup and faster page speed.
- Technical optimization of the eight company websites.
- Content optimization through briefing creation, including keywords, headings, URL proposal, and image ALT
- On-page optimizations (titles, descriptions, headings, images, internal linking...)

EDUCATION

Master's Degree In SEO

Webpositer Academy • Madrid • 10/2020 - 05/2021

Bachelor of Business Administration in BBA

University Of Alicante • Alicante, Spain • 09/2009 - 09/2013

CERTIFICATIONS

Google Analytics

Google

PROJECTS

Sporttrait.com, network dedicated to digital sports development

Sporttrait.com • 03/2022 - Present

I provide digital marketing advice to Sporttrait.com, a European startup dedicated to digital soccer development.

PUBLICATIONS

Stock Management for SEO in e-commerce

Sitebulb • 02/2024

SKILLS

Cascading Style Sheet, Competitor Analysis, Content Strategy, Coordination, Customer Communication Management, Data analytical, Data Dashboard, Detailed Analysis, E-commerce, Google Analytics, Google Looker Studio, Hypertext Markup Language, JavaScript, Keyword Research, Monthly Reporting, Onpage Optimization, Planning Process, Screaming Frog, Search Engine Optimization Strategy, SEMrush, Software Auditing, Strategy Implementation, Teamwork, website architecture