

Gabrio Linari

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Personal Profile

Senior SEO Director with 10+ years' experience and a keen interest in blockchain technology. Demonstrated leadership skills paired with analytics proficiency in platforms like Google Analytics, Omniture, Qlikview, and Coremetrics. Skilled in site migrations, product-led SEO, SaaS, technical overhauls, localization, and integrating across marketing channels. Always adapting to the shifting digital landscape.

Experienced in end-to-end SEO processes for clients, from content strategy and web architecture to managing algorithmic challenges and mobile optimization. Skilled in leveraging a wide range of SEO tools, including Google Search Console, SEMrush, Screaming Frog, OnCrawl, DeepCrawl, Search Metrics, SEMrush, Majestic SEO, Ahrefs, Similarweb and more.

Areas Of Expertise

- Product-led SEO, SaaS.
- Team Management (leading team of AM's / Execs / Social Strategists / Analysts).
- Creative and strategic thinking for improving marketing processes and deliverables.
- Cross-team collaboration with development teams.
- Establishing KPIs and troubleshooting for performance tracking.
- Restructuring internal SEO and company processes.

Key Skills

- Executive Presence
- Strategic Initiatives
- Agile Project Management
- People Management
- Critical Thinking

SEO Skills

- Technical SEO
- Content Strategy
- ChatGPT Prompts
- Product-Led SEO
- SaaS

Analytics Packages

- GA 4
- Universal Analytics
- Mix Panel
- Adobe Sitecatalyst
- IBM Coremetrics

CONTRACT ROLES

Jan 2023 – Present: Director & Owner | Rock SEO | Rovinj | <https://www.gabriolinari.com>

Core Consultancy Activities

- Global SEO expertise in SaaS, technical and content, including strategy, product-led SEO and algorithm analysis.
- Advisory services for C-level executives, startups, development teams, and HR departments.
- Bespoke SEO training across all professional levels.
- Development of processes and specialized in-house SEO training.
- Strategic support for high-net worth clients in the US and UK.
- Expertise in high-value niches like finance and trading.

Jan 2023 – Apr 2023: Director, SEO | Codeless | USA | <https://codeless.io>

- Maintained a 92% satisfaction rate among SMB Codeless SaaS clients, consistently surpassing expectations and fostering strong client relationships.
- Team Management (training, 1:1s, coaching, helping with client situations, client calls, recruiting, KPI dashboards, creation of SOPs, knowledge sharing).
- Reviewed and optimized all internal and external processes with the leadership team, identifying areas for improvement and implementing effective solutions. These efforts enhanced operational efficiency, resulting in a streamlined workflow, improved communication, and a 25% increase in overall productivity.
- Leveraged AI to develop a sophisticated spreadsheet for team capacity. This resulted in increase in monthly team capacity accuracy, reaching a remarkable 75-80% level.
- Successfully organized weekly SEO news sessions, facilitating knowledge sharing across the entire company spanning 12 time zones. This promoted company-wide awareness on SEO and fostered a culture of continuous learning.

Jul 2022 – Oct 2022: Senior SEO Consultant | NAV43 | Toronto | <https://nav43.com>

- Enabled content strategists to achieve a 50% improvement in strategy effectiveness and implementation efficiency through collaborative support and insights.
- Implemented innovative solutions that led to a 200% enhancement in website performance, a substantial increase in organic traffic growth, and a 500% rise in search rankings.
- Optimized agency processes, implementing innovative strategies, tools, and methodologies, resulting in 37% increase in operational efficiency, reduced turnaround time, and ultimately increased client satisfaction.

Sep 2020 – Mar 2021: Freelance SEO / International Marketing Consultant

- Core Web Vitals Optimisation 2021.
- Ecommerce Strategies 2021.
- On-Page Recommendations.
- Speed Audits, Local SEO, Technical Migrations, CMS Optimisation.
- Implementation of Mobile Search Best Practises across a wide range of verticals.

Nov 2018 – Jan 2019: Head of SEO | Reflect Digital | Maidstone | <https://www.reflectdigital.co.uk>

- Management of 7 people (4 x SEO Executives, Senior Technical SEO, SEO Strategist, PR Media Manager).
- Took complete ownership of SEO for a prominent cybersecurity site, attaining 20% improvement in performance specifically in the US market. Implemented effective strategies and optimizations to enhance organic search visibility, drive targeted traffic, and achieve growth in key metrics.
- Demonstrated time management skills, effectively allocating resources and ensuring that each client received the appropriate level of work within their budget. Implemented accurate time tracking and delegation practices, optimizing efficiency and client satisfaction.
- Collaborated closely with the development team and project managers to ensure the seamless continuity of existing SEO efforts and successes during website migrations and HTTPs migrations. Provided expert guidance and support, implementing best practices to preserve and enhance SEO performance.

Jun 2018 – Oct 2018: Freelance SEO / Marketing Consultant

- Ad hoc SEO projects
- Technical SEO tasks for <https://croud.com>

Mar 2018 – Jun 2018: SEO Manager | iProspect | Edinburgh | <https://www.iprospect.com>

- Implemented technical SEO optimizations, conducted comprehensive keyword research, and provided on-site recommendations, resulting in an increase in organic search rankings and traffic for clients across travel, financial services, energy, and tourism sectors.
- Successfully managed and coordinated internal SEO teams and external agencies, ensuring seamless collaboration and delivering impactful SEO campaigns.

Mar 2016 – Mar 2018: Freelance SEO / Marketing Consultant

- Working with a variety of brands such as Timberland, Eastpak, Manfrotto, Kipling with quick turnaround and providing ideas for improving time delivery of processes.
- Technical SEO tasks for <https://croud.com>.

FULLTIME ROLES

Apr 2021 – Apr 2022: Head of SEO | Housing Anywhere | Rotterdam | <https://housinganywhere.com>

- Managed and developed the SEO team of Content Marketers, Interns and Socials (7 people).
- The Content Team of HA produced 9-13 long-form articles per week, previously 4-6 per week +120%.
- Content Marketing for IT + ES + DE during peak times uplift from 500 visitors/day to 2200/day, avg 1500/day +340%.
- Activations from 5 a day to 16 a day +220%.
- Fostered team growth by successfully adding new valuable members to the content marketing department.
- Developed site-wide SEO-proof product-led SEO content strategy for Housing Anywhere in close collaboration with Content marketers by conducting topic/keyword and competitor research.
- Measuring SEO results through regular reporting on organic performance to the main stakeholders (CEO, Director of Marketing, Content Marketers, POs & Dev, PR).
- Led regular, in-depth SEO training sessions for both internal teams and cross-departmental groups.

Jun 2019 – Aug 2020: SEO Strategy Lead | iProspect NL | Amsterdam | <https://www.iprospect.com>

- Team development and streamlining of SEO processes & SEO products for a team of 20 SEO consultants.
- Developed and implemented quality control measures for key agency accounts, enhancing strategic oversight and operational efficiency. This contributed to a 30% growth in revenue from organic search channels.
- Increased client satisfaction and a 32% reduction in turnaround time for critical checks on deliverables by the junior and senior consultants.
- Managed key accounts and provided international account management for a large corporate multinational client
- Led regular synergy meetings between SEO and PPC teams, facilitating collaboration and cross-functional learning opportunities. These sessions enhanced communication, fostered alignment, and drove effective integration.

Apr 2014 – Mar 2016: SEO Account Director | The Search Agency | London <https://www.thesearchagency.com>

- Led and mentored a team of 5, elevating their expertise in Analytics and other tools through in-house training.
- Implemented effective time management strategies, resulting in 16% reduction in churn and optimizing the delivery of SEO services, enhancing client satisfaction and retention.
- Successfully managed penalties using specialist software, achieving a significant 20% improvement in the process.
- Developed and executed a highly successful paid social strategy for Horror Shop, driving a 200% increase in sales during a crucial period.
- Achieved 100% retention rate of SEO staff over a span of two years, fostering a positive and engaging work environment.

October 2010 – Feb 2016: SEO Manager | Flower Beach Resort | Bohol, Philippines | <https://www.flower-beach.com>

- Implemented 3 languages on the new website, full translation to Italian.
- Improved natural search traffic and referring sites traffic that led to 30% increase in bookings.
- Coordination with the General Manager for aligning KPIs to strategic business goals.
- Successfully implemented SEO campaigns (organic and PPC) in English, Italian, German within the tourism field with the aim of reaching keywords not used by the competition to get a better CTR ratio from Google, Yahoo and Bing.
- Obtained new market leads by creation of keyword-rich pages, promotion on Flickr and social networks (Facebook, Twitter).

Sep 2013 – Feb 2014: SEO Manager | Highlight Media Group | Gzira, Malta | <https://www.highlight.com>

- Proven track record in analyzing and profiling backlinks in the most competitive industry on the planet, leading to successful reconsideration requests for algorithmic filters and manual penalties (Panda-Penguin) using Link Detox.
- Successfully navigated and tackled challenging situations related to link spam and penalties, demonstrating expertise and determination in resolving complex issues with innovative strategies and techniques.

Apr 2012 – Nov 2012: Senior Natural Search Analyst | iCrossing UK | London | <https://www.icrossing.com/uk>

- Successfully managed and maintained a complex partnership with LG, collaborating with iCrossing US and overseeing a complex technical site audit for LG's support section, which spanned over 200,000 pages.
- Demonstrated expertise in natural search strategy by defining client goals and implementing targeted optimization techniques, achieving 15% improvement in client results.
- Leveraged data analysis, market insights, and innovative strategies to exceed client expectations.
- Regularly attended Brighton SEO with junior team members to encourage professional development, facilitate knowledge sharing, and keep abreast of SEO industry trends.

September 2011 – March 2012: SEO & ORM Manager | Digital Is Reputation | London | <https://www.digitalisreputation.co.uk>

- Significantly improved efficiency in understanding and addressing the challenges of Online Reputation Management (ORM) clients, achieving a 27% increase in effectiveness.
- Implemented streamlined processes, advanced analysis techniques, and enhanced communication strategies to better meet client needs and deliver impactful ORM solutions.

Earlier Professional Experiences, Education & Certifications

- August 2023 - Career Essentials in Generative AI by Microsoft and LinkedIn - [link](#)
- Jan 2008 - Dec 2010 Gabrio Linari Photography | Italy | <https://www.gabriolinari.com> - Photographer / Web Designer & SEO Manager
- Jan 2005 - Dec 2010 (part time) TP Online | Barcelona, Spain - SEO Analyst & Site Administrator
- May 2001- May 2010 (part time) Trieste, Italy - Professional Translator
- May 2005 - March 2007 (part time) AAAOE Corp. | Trieste, Italy – Marketing Manager
- Google Adwords Fundamentals Certification (Jan 2017)
- Google Analytics Certification (Nov 2016)
- Test of English as a Foreign Language (TOEFL iBT), 95/120 (Sept 2016)
- Professional HTML 5 Certification by DN Digital LTD, London (Sept 2010)
- High School Diploma in Languages, Trieste, Italy (1999/2000)
- Languages - Italian (native), English (fluent), Spanish (basic), French (basic)