Nayhara Luiza Machado

DIGITAL MARKETING STRATEGIST: SEO & SEM SPECIALIST | CMS DEVELOPER

Dedicated and hardworking Marketing Strategist and SEO Specialist with a proven track record of driving significant growth and enhancing online visibility. Extensive experience in keyword research, backlink acquisition, and technical SEO, leveraging tools like Ahrefs, SEMrush, Google Search Console, and GA4 to achieve top search rankings and boost organic traffic.

A collaborative team player thriving in cross-functional environments, working closely with colleagues to maintain high SEO standards and develop training programs that foster continuous learning and improvement. Known for excellent collaboration skills, team leadership, and a commitment to continuous learning, dedicated to helping organizations achieve their marketing goals and reach new heights in their online presence.

CONTACT

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ABOUT ME

Dynamic and innovative CMS, WordPress Developer, SEO Specialist.
Proficient in all facets of SEO, including keyword research, competitor analysis, and backlink acquisition.
Dedicated and commitment to continuous learning

COMPETENCES

- SEO Strategy Development
- Keyword Research and Trend Analysis
- Competitor Analysis
- Generative AI Implementation
- Backlink Acquisition and Outreach
- Campaign Management and Optimization
- Technical SEO and Audits
- A/B Testing
- Collaboration and Team Leadership
- Reporting and Data Analysis
- HTML and Schema Markup
- CMS and Content Management
- CSS, CSS3, Bootstrap, Flexbox,
- PHP, JavaScript Canva

WORK EXPERIENCE

SEO Specialist | Chetu - Sunrise, FL | 08/2022 - Present

- Led comprehensive SEO initiatives, increasing domain authority from 48 to 51 and securing the #1 ranking for key search terms.
- Leveraged Ahrefs, SEMrush, Google Search Console, and GA4 for in-depth keyword research, driving significant organic traffic growth.
- Enhanced backlink prospection and acquisition, contributing to improved page authority.
- Conducted detailed technical SEO audits and optimized on-page elements, resulting in enhanced visibility and improved rankings.
- Worked closely with cross-functional teams to uphold SEO standards and developed training programs to promote SEO best practices.
- Successfully Implemented Schema Markup project to improve page structure and search engine understanding.
- Consistently stayed updated with the latest SEO trends and best practices.

SEO Specialist & PPC| TigerLRM - Tampa, FL (Remote) | 02/2023 - 12/2023

- Increased organic traffic by 18% and reduced traffic costs by 13%, resulting in money savings.
- Improved keyword portfolio, achieving top positions for competitive terms.
- Categorized keywords by intent, optimizing traffic sources and performance.
- Maximized high-traffic assets and delivered strategic SEO insights. Conducted in-depth market research and implemented competitive SEO strategies.
- Proficient in managing PPC campaigns across platforms such as Google Ads and Bing Ads.
- Skilled in optimizing ad performance, maximizing ROI, and improving click-through rates and conversion rates.

EDUCATION

- **FULL STACK WEB DEVELOPER Ironhack - MIAMI - 2019 - 2020**
- **FULL STACK WEB DEVELOPER Miami Dade College (4Geeks Academy) POST-GRADUATION OF PSYCHOLOGY - 2014- 2016**
- **BACHELOR OF PSYCHOLOGY University Presidente Antonio 2009 / 2014**
- **Google Analytics | Issued Dec 2020, Expires Dec 2023**
- **Building a Website Using WordPress, Coursera | Issued Oct 2020**
- **Search Engine Optimization (SEO), UC Davis | Issued Dec 2020**

LANGUAGES

English
Portuguese
Spanish

WORK EXPERIENCE

SEO & WordPress Developer | JUSTBRANDS - FORT LAUDERDALE| 02/2021 - 08/2022

- Developed, customized, and maintained websites using various CMS platforms such as WordPress.
- Collaborated with designers and project managers to develop website layouts and functionalities.
- Created and implemented custom plugins, themes, and modules to meet clients' requirements.
- Conducted website testing and debugging to ensure optimal performance and user experience.
- Maintained website security and performed regular updates and backups.
- Provided technical support to clients and team members Contributed to team efforts by accomplishing related tasks and participating in team meetings and brainstorming sessions.
- Managed website content, including creating and publishing blog posts, pages, and media Conducted website analysis to identify areas for improvement and implemented SEO strategies to increase website visibility
- Worked collaboratively with team members to meet project deadlines and deliverables.

ACAMS - FREELANCE | (Remote) | 02/2020 - 12/2020

- Developed and implemented email marketing campaigns.
- Implement procedures for testing and troubleshooting of HTML and revised code.
- Formulated procedures for slicing and optimization of images for HTML emails utilizing Photoshop.
- Assist in hand coding and implementation of HTML emails and landing pages through Dreamweaver.
- Provide technical assistance for troubleshooting of technical issues relating to HTML templates.
- Supported technical team members in preparation and maintenance of common code and file library.
- Participated in compilation of reports and analytics with use of key success metrics.
- Assisted in preparation of HTML emails on various technology platforms.