

## Salomon Bardayan

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### RELEVANT WORK EXPERIENCE

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#### **Ruby Technology - SEO Specialist, Madrid, Spain.**

*01-2023 to 03-2024*

- SEO Analytics using tools like Google Analytics, Search Console, and SEMrush for data analysis.
- Tracking and reporting on SEO performance metrics (organic traffic, rankings, conversions)
- Making data-driven recommendations for optimization.
- Conducting competitive research to understand industry benchmarks and trends
- Identifying opportunities and threats in the SEO landscape.
- Collaborate closer with marketing team Ads.

#### **Todo2Go.com - E-commerce Specialist, Panama City.**

*02-2019 to 09-2022*

- Create Digital content, SEO, E-mail marketing campaigns.
- Manage E-commerce website with Shopify and optimized paid ads across digital channels.
- Managed daily PPC campaigns and monitored monthly spend to maintain budget parameters.

#### **Offper Tech. Corp. - E-Commerce Assistant, Panama City.**

*01-2012 to 11-2016*

- Boosted online sales by creating and implementing effective e-commerce strategies.
- Photographed merchandise and created video content for promotions.
- Work closely with E-commerce manager and shareholders.

### EDUCATION

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#### **Master E-commerce Business, Barcelona.**

*12-2010 - on going*

- E-commerce strategy.
- UI design with Figma.
- SEO, Email marketing campaigns.

#### **Bachelor International Business - University of Saint Mary, Panama City.** *01-2007 to 12-2010*

- Bachelor degree - Upper, Second class **(2:1)**.
- International economics environment, advanced corporate finance **(60%)**.
- Import and Export business, retails and marketing **(40%)**.

#### **Administrative Diplome - University of Saint Mary, Panama City.**

*01-2007 to 12-2010*

- Business and administration, accounting and finance **(80%)**.
- Stock control and staff leadership **(20%)**.

### ADDITIONAL WORK HISTORY

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**Ministry of foreign affairs of Panama** - Head of digital content for chancellor Erika Mouynes

**Shopify Advisor** - Work with Lina corporation as an advisor for an online Winery store.

**Sales Leader Volunteer** - Education foundation, Panama City.

### ADDITIONAL SKILLS

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- More than 10 years of experience in E-commerce Business. A proven track record on digital sales and budget administration. Experience using Google Ads, Meta Business Manager, Shopify, WooCommerce, Figma, Sketch, Adobe Magento, SEMRush, Amazon Helium 10.

### LANGUAGES

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- Spanish - Native - English C1.

### WORK PERMISSION & HOURS

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- Full Time - EU Citizenship (Spanish)