

# Sebastian Gonzalez

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## SUMMARY

Results-driven SEO Manager with 8+ years of experience specializing in developing and executing end-to-end SEO strategies that increase organic visibility, engagement, and conversions.

## EXPERIENCE

### SEO Manager— *Spot Pet Insurance*

March 2024 - Present

- Leads the development of end-to-end SEO strategies, collaborating with marketing and development teams to maximize organic search performance including schema markup implementation.
- Increased organic conversions by optimizing website content, conducting keyword research, and implementing and refining content strategy.
- Conducts comprehensive SEO audits to identify technical gaps, content opportunities, Core Web Vitals issues, and UX enhancements.
- Develops SEO-optimized content roadmaps to guide blog, landing page, and category content creation.
- Creates and presents SEO reports, insights, and recommendations to leadership, ensuring alignment with business goals.

### Senior SEO Specialist— *Tandem Interactive*

April 2022 - March 2024

- Crafted and implemented tailored SEO content strategies for clients across diverse industries including the legal industry.
- Delivered a 438% increase in clicks YoY by identifying target keywords and refining strategies after testing.
- Conducted regular content performance reviews and SEO audits, delivering actionable insights and recommendations for improving client websites.
- Trained and mentored new SEO team members, focusing on best practices for content optimization, keyword research, and aligning content with SEO strategies to drive organic growth.

### SEO Specialist— *Tandem Interactive*

April 2021 - April 2022

- Oversaw and implemented keyword research and link-building efforts.
- Orchestrated client website and content creation strategy.
- Leveraged tools like SEMRush and Ahrefs to monitor and perfect technical aspects of client websites.

## EDUCATION

### Bachelor of Business Administration, Marketing— *Florida International University*

Degree received May 2020

## SKILLS

Google Analytics • Google Search Console • WordPress • SEMRush • Ahrefs • Screaming Frog • Technical SEO • Schema Markup •