

## Juan Jose Gonzalez Ortega | SEO Specialist

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### Professional Summary

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SEO Specialist with around 4 years of experience in optimizing website performance, increasing organic traffic, and implementing effective digital marketing strategies. Skilled in keyword research, on-page and off-page SEO, link building, and technical SEO audits. Implement industry-leading tools including Google Ads, SEMrush, Google Search Console, Google Analytics, and Screaming Frog. Passionate about using data-driven insights to enhance online visibility and drive business growth.

To know more about me and my achievement as professional SEO you can visit my [Portfolio site](#).

Currently seeking a SEO opportunity in Canada to contribute proven expertise and deliver measurable results.

Available to work remotely from within Canada, I already have a Working Holiday Visa approved and I'm ready to start as soon as you need.

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### Work Experience

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#### SEO Specialist | La Factoría Creativa Marketing Agency | 2024 - Present

- Leading SEO strategies for **+25 clients** across industries including **law, healthcare, education, and psychology** (in both languages **Spanish and English**).
- Conducting **SEO audits** for new clients and developed customized SEO roadmaps.
- Define and implement **SEO strategies** in collaboration with content and design teams, implementing technical SEO fixes, and enhancing content strategies.
- Manage **Google Ads campaigns** for **+15 clients**, including budget forecasting and performance optimization.

#### SEO Specialist | Custom Products Company | 2022 - 2023

- Leading **SEO strategy** for company's website renovation to improve organic traffic, successfully reached three more times of organic traffic within a year.
- Responsible for **SEO decision-making** and website optimization.
- Collaborated closely with the **design team** to enhance website structure and UX for better SEO performance.
- Conducted keyword research, implemented SEO strategies, and optimized site structure for better indexing.

**Digital Marketing Internship (SEO) | La Factoría Creativa Marketing Agency | 2021 - 2022**

- Specialized in **SEO strategy development** while gaining experience in social media marketing.
- Optimized websites and blogs by implementing **on-page and technical SEO best practices**.
- Assisted in developing and executing SEO strategies to improve **organic search visibility**.
- Supported website audits and optimization reports.

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**Skills**

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- SEO: On-page & Off-page Optimization, Technical SEO, Link Building, Keyword Research, Local SEO & Google Business Profile optimization, Content Strategy for Blogs and Pages. SEO Audits and Client Reporting.
- Tools: Google Analytics, Google Search Console, SEMrush, Screaming Frog, WordPress, Google Ads, Google Tag Manager, Looker Studio.
- Digital Marketing: Content Strategy, Google Ads Campaigns.
- Google Analytics and Google Ads Certification.
- Advanced English (Portland Community College, Multnomah University)

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**Education**

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**Specialist in Digital Marketing and Social Media Management** | School of Business and Management | 2021 - 2022

**Digital Marketing Bootcamp** | Generation Spain | 2021

**Master's in Sustainable Tourism Management** | University of Jaen | 2019 - 2020

**Bachelor's Degree in Primary Education** | Catholic University of Avila | 2019 - 2020

**Bachelor's Degree in Early Childhood Education** | University of Jaen | 2012 - 2016