

Rusben Madrigal

SEO & Webs Analytics

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Senior SEO & Web Analytic with in-depth knowledge of SEO strategies, multiple analytic and tracking tools and Data Studio report generation. Guides SEO strategy for medium-large-sized businesses and executes SEO-driven lead generation campaigns for large clients through organic optimization.



Skills

Google Analytics (Certificated)

Data Studio (Certificated)

Google TagManager (Certificated)

Technical SEO

Link Building

SEMRUSH

Ahrefs

Screaming Frog

JavaScript (Learning)

NodeJs (Learning)

Mongo Atlas (Learning)

HTML & CSS



Work History

2020-08 -
Current

Senior SEO Analyst (remote)

Financial Services , USA, CA

- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize budget.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Executed tests, collected and analyzed resulting data, and identified trends and insights

to achieve maximum ROI in paid search campaigns.

- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Researched and implemented search engine optimization recommendations in accordance with development methodology.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Built, implemented and updated effective SEO strategies.

2019-02 -
2020-06

SEO Consultant (remote)

PornHub, Canada, Canada

- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Researched and implemented search engine optimization recommendations in accordance with development methodology.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.

2018-02 -
2019-03

Technical SEO (remote)

TripAdvisor, Munich, Germany

- Maintained excellent attendance record, consistently arriving to work on time.
- Worked to maintain outstanding attendance record, consistently arriving to work ready to start immediately.
- Built, implemented and updated effective SEO strategies.
- Maintained continuous check on metrics, optimizing and enhancing campaigns based on current trend data.
- Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
- Captured new customers by optimizing business strategies and launching products to diversify offerings.
- Designed microservices using components such as containers, load balancing and distributed caches.

2015-02 -
2018-02

Senior SEO Specialist

SBR Net Marketing (Sportsbookreview.com), Escazu, San Jose

- Built, implemented and updated effective SEO strategies.
- Maintained continuous check on www.sportsbooksreview.com and oddsmarket.com metrics, optimizing and enhancing campaigns based on current trend data.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.

- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Maintained excellent attendance record, consistently arriving to work on time.
- Worked to maintain outstanding attendance record, consistently arriving to work ready to start immediately.
- Produced and submitted weekly reports outlining progress against KPI objectives.

2013-03 -
2015-01

SEO Analyst

Freelancer, San Ramon, Alajuela

- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize budget.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Executed tests, collected and analyzed resulting data, and identified trends and insights to achieve maximum ROI in paid search campaigns.
- Researched and analyzed competitor website and advertising links to gain insight into new strategies.
- Maintained Google and Bing Webmaster Tools accounts and monitored different sites for crawling and indexing issues.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Worked to maintain outstanding attendance record, consistently arriving to work ready to start immediately.

2009-02 -
2013-02

SEO Specialist

Daystar Properties, Jaco, Puntarenas

- Built, implemented and updated effective SEO strategies.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.



Education

2010-01 -
2014-11

Bachelor of Administrative Studies: Marketing

Ulatina - San Pedro



Additional Information

I am a person who likes to learn and share knowledge related to SEO. I like to work with professional and good vibe people. :)



Languages

English



Certifications

- 2019-08 Google Analytics for Beginners
- 2020-08 Advanced Google Analytics
- 2019-08 Google Analytics for Power Users
- 2020-08 Google Tag Manager Fundamentals
- 2020-08 Introduction to Data Studio



Interests

- JavaScript
- Travel
- Food