

Rusben Madrigal

SEO & Webs Analytics

Address San Ramon, Alajuela, 20201

Phone 877 734 20

E-mail rusbenmadrigal@gmail.com

WWW <https://www.rusbenmadrigal.com/>

LinkedIn

<https://www.linkedin.com/in/rusbenmadrigal/>

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)

React JS (Learning)

Mongo Atlas (Learning)

HTML & CSS





Work History

2021-05 -
Current

Senior Technical SEO

Advision Development, Santa Ana, San Jose

- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize budget.
- Analyzed SEO outreach goals and presented findings to marketing director.
- Researched and implemented search engine optimization recommendations in accordance with development methodology.
- Executed tests, collected and analyzed resulting data, and identified trends and insights to achieve maximum ROI in paid search campaigns.
- Collaborated with team to investigate critical SEO-related issues and provided impactful solutions.
- 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.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.

2020-08 -
2021-02

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.

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 - **Bachelor of Administrative Studies: Marketing**
2014-11 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