

Alex Rodriguez

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An SEO Specialist with entry-level experience specializing in Google Analytics, digital marketing, on-page optimization, and link-building campaigns. Adept at improving SEO performance for websites by leveraging data analytics and market research.

Education

Bachelor of Science (B.S.)
Marketing
San Jose State University, San Jose CA
September 2017 - May 2021
GPA: 3.75

Key Skills

- Search Engine Optimization (SEO)
- On-Page Optimization
- Data Analytics
- Google Analytics
- Competitive Analysis

Certifications

- Content Marketing Certification, HubSpot Academy, 2021

Professional Experience

SEO Specialist

Web Marketing Pros., San Jose, CA | May 2021 – Present

- Perform SEO audits for client websites, conduct research on competitors, identify keyword optimization opportunities, and provide recommendations to enhance web page sitemaps, resulting in a 60%-120% increase in organic traffic for customers
- Coordinate with marketing teams and clients to develop SEO strategy based on Google Analytics, keyword rankings, and competitive analysis
- Grow online presence for an online retailer client by driving on-page optimizations and conducting A/B testing to analyze web page performance

Independent Projects

SEO Freelance Project

E-Sports Journalists Inc., San Jose, CA | January 2020 – May 2021

- Oversaw keyword and on-page optimization for the website of a start-up esports company, which included conducting competitive analysis and identifying SEO strategy
- Improved Google search rankings by creating alt tags, conducting A/B testing and SEO audits, and performing updates on existing blogs and news pages