

Valence, Spain

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Personal resume

SEO and UX/UI Specialist with experience in optimizing websites to improve search rankings, usability, and increase organic traffic. Skilled in data-driven decision-making and user-centered functional design, with a strong focus on continuous improvement based on metrics.

Work experience

- SEO & UX Specialist | Organic Growth

neural


April 2025 - Actual

 - **Development** and **implementation** of organic growth strategies.
 - On-page SEO optimization, content creation, and technical SEO issue resolution.
 - Design of conversion-focused landing pages in Figma.
 - **Content planning** and **coordination** to strengthen brand presence.
- SEO & Web Designer

analitically.


November 2024 - Actual

 - **Writing** y **optimizing** CMS plqtforms for On-Page SEO.
 - Implementation of keyword-based strategies and content structure with AI support (OpenAI, Bard, Hypotenuse, Perplexity)
 - Automatización de tareas con Make
 - Diseño de **interfaces** y **prototipos** en Figma
 - Creación de **sitios web responsive** en WordPress con **Elementor**, enfocados en UX y rendimiento.
- SEO Consultant & UX Analyst

internetrepública


January 2024 - April 2025

 - **Briefings**, **keyword research**, and **technical audits** with Search Console, SeMrush, Ahrefs, Sistrix, and Screaming Frog
 - Monthly reports, competitive analysis, technical analysis, and SEO proposals
 - Daily communication with clients and work with MNOs such as Iberdrola and Olive Oils of Spain
- SEO Content Optimization

sesame

October 2023 - January 2024

 - **On-Page** SEO Content Optimization and Review in WordPress for MX, CL, PE, and BR
 - Using AI tools for writing and storytelling in content marketing
 - Collaboration on content strategies for Inbound Marketing
- Performance Consultant

making science

April - October 2023

 - **Google Ads Search Campaign Management**: Increase CTR by 10% and Reduce CPC by 5%
 - KPI analysis, continuous optimization, and keyword negativization
 - Presentation of results and reporting to clients, exceeding objectives in the low season (+15%)

Education

- Advanced Master in Web Design | Ux/UI | Digital Marketing

CEI.

2024-2025

Web design with wordpress, user experience research, user interface design and digital marketing
- Digital Marketing Operations Bootcamp | The BRIDGE

The BRIDGE
DIGITAL
TALENT
ACCELERATOR

2022 - 2023
- Higher Degree in Dietetics & Sports Nutrition | INTER III & ICNS

2019 - 2022

Certifications	Skills & techs
<ul style="list-style-type: none">• SEO: SEO Certified (HubSpot), SEO & Copywriting con IA (Udemy)• Digital Marketing: Inbound Marketing & HubSpot Software (HubSpot Academy)AI applied to Marketing (Paid Media Campus)• Advertising & Analytics: Google Ads Search & Measurement, Google Analytics (GA4 - Google Academy)	<ul style="list-style-type: none">• SEO (On-page, technical, strategic Ahrefs, SEMrush, Screaming Frog, Sistrix) ·• UX/UI (Figma, prototyping, CRO) ·• Web Design (WordPress, Elementor, basic HTML/CSS)• Analytics (GA4, Search Console, Tag Manager)• Automation (Make, HubSpot)