

Anthony De Guzman

SEO Manager | UW Graduate | 115-2320 Gerrard Street East | M4E 2E1 | 1-647-622-3419

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Summary

- Over 5 years of industry experience with a proven track record in Desktop/Mobile SEO, Google AdWords PPC, Facebook and Twitter customer acquisition.
- Ranked #1 for the search term: Toronto SEO Specialist on Google.ca.
- Skilled in SEO tools: Google Analytics, Screaming Frog, Ahrefs, Majestic & more.
- Strong knowledge of HTML, CSS and JavaScript development.
- Fluent in French and English.

Experience

SEO Manager

January 2016 – Present

Saatchi & Saatchi Canada

- Manages a team of SEO specialists for clients: Toyota Canada (incl. Lexus & Scion), TJX Canada (HomeSense Winners, Marshalls).
- Organic search strategy lead for new business under Publicis Groupe.
- Strategy for English/French organic search.

SEO Specialist

January 2015 – December 2015

Saatchi & Saatchi Canada

- SEO, content and organic search lead for Toyota Canada.
- Improved total first page rankings while optimizing site architecture and technical SEO.
- Innovated SEM with Google AdWords Scripts to develop account-specific automation.
- Pitch and won enterprise-level clients for SEO & SEM under Publicis Groupe.

SEO & Marketing Analyst

May 2014 – January 2015

Stylekick Inc.

- Improved app visibility – ranking high-volume and relevant keywords within the top 7 positions in over 15 different languages.
- Transformed Pinterest into a high-volume traffic for the company's mobile app.
- Optimized Facebook, Twitter and Google Admob pay-per-install ads (PPI).
- Technical SEO audits on company site and blog – improving site crawlability while developing keyword and link building strategies.

SEO Consultant

March 2013 – Present

Freelance, Toronto

- Improving rankings while providing SEO services to over 20 local businesses in Toronto.

Education

Bachelor of Arts, University of Waterloo

2014