

Max Barrera

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[My LinkedIn](#)
[My Website](#)

Work History

Blue Coding — Marketing Coordinator - (Remote)

Jan 2020 - April 2021

Planned and executed digital marketing and inbound lead generation strategy.

Duties

- Created and monitored inbound sales funnels.
- Developed and executed SEO strategy.
- Implemented on-page and technical SEO improvements
- Performed link building campaigns
- Wrote SEO optimized website copy and blog articles
- Performed regular SEO website audits.
- Greatly improved Google Lighthouse scores (performance, SEO, and accessibility scores.)
- Designed and built new landing pages.
- Managed paid social media campaigns (LinkedIn & Facebook.)
- Setup / Configure / Manage Google Marketing tools: Analytics, Search Console, Tag Manager, Optimize, and Data Studio.
- Setup automated reporting, engagement goals, conversion tracking, etc...
- Ran CRO experiments with Google Optimize.
- Setup redirects, implemented schema markup, implemented and managed sitemap, and other activities.
- Collaborated with the sales team on outbound email marketing strategy.

Deliverables

Significantly increased [website traffic](#).

Rank for keywords with commercial intent (from \$0 to \$2.7k

CERTIFICATES

[Tag Manager Fundamentals](#) (Google)
[Advanced Google Analytics](#) (Google)
[Google Ads Search Certification](#) (Google)
[Fundamentals of Digital Marketing](#) (Google Digital Garage)
[Responsive Web Design](#) (Free Code Camp)
[Inbound Certified](#) (Hubspot)
[Email Marketing](#) (Hubspot)

To see the full list please visit my [linkedin profile](#).

STRENGTHS

An integral player in developing day-to-day processes as well as collaborating on strategy at the leadership level. Experience helping grow small teams from the ground up.

LANGUAGES

- Native English
- Fluid Spanish

SKILLS

- Troubleshooting and analyzing SEO performance of a website and ability to make actionable recommendations based on research
- Passion for and knowledge of current SEO and digital marketing trends
- In-depth knowledge of various social media platforms
- A strong understanding of HTML, CSS, and JavaScript
- Highly creative with experience in identifying

according to SEMrush)

Increased the quantity and quality of leads coming in through our website.

Increased website SEO audit scores (40%+) reaching scores of 100% with tools like SEMrush, Ahrefs, and Moz.

Resolve Digital — Marketing Consultant - (Remote)

Jan 2020 - July 2020

Develop and implement SEO & digital marketing strategy.

Duties

- Created and monitored inbound sales funnels.
- Developed and executed SEO strategy.
- Performed on-page SEO
- Developed and managed link-building activities.
- Designed and built new web pages (Services, Case Studies, About Us, etc...) using CloudCannon CMS and Jekyll static site generator.
- Wrote new blog content.
- Greatly improved Google Lighthouse scores (performance, SEO, and accessibility scores.)
- Updated Google Analytics setup and automate reporting using Google Data Studio.
- Develop and manage content partnerships.
- Greatly improved technical SEO, page load times, and accessibility scores using Google Lighthouse.
- Setup / Configure / Manage - Google Marketing tools: Analytics, Search Console, Tag Manager, and Data Studio.
- Setup automated reporting, engagement goals, conversion tracking, etc...
- Setup redirects, implemented schema markup, implemented and managed sitemap, and other activities.

Deliverables

25+ new referring domains and 550+ backlinks in around seven months.

Helped create top-performing SEO content - blog content and new services pages.

target audiences and devising digital campaigns that engage, inform, and motivate

- Strong understanding of Technical SEO
- Proficient in executing paid social media campaigns
- Knowledge of content management systems (e.g., WordPress, OctoberCMS, CloudCannon, etc.)
- Knowledge of landing page creation with a focus on user experience
- Experience with A/B testing experiments (Google Optimize)
- Strong understanding of Search Console/Bing Webmaster Tools
- Strong understanding and experience with Google Tag Manager
- Strong understanding and experience with Data Studio
- Strong understanding and experience with Google Analytics
- Strong understanding and experience with Google Search
- Strong experience with Screaming Frog
- Strong experience with SEMRush
- Working knowledge of video and picture editing software such as Adobe After Effects/Photoshop/Illustrator (e.g., able to edit templates to create new ads, edit copy within existing banner ads/video, etc.)

Predictable Revenue — Marketing Coordinator - (Remote)

May 2019 - December 2019

I was in charge of our SEO and link building efforts. I also helped produce our podcast, manage our website (WordPress), social media accounts, and blog.

Duties

- Developed and executed SEO strategy.
- I performed an initial SEO site audit and made corrections to onpage/technical SEO issues.
- Managed website analytics and reporting.
- Building new web pages in WordPress (e.g. publishing our blog, building landing pages, etc...)
- Managed plugins for WordPress - implemented Yoast SEO and image compression.
- Added Schema, set up redirects, and implemented on-page SEO best practices.
- Helping produce and manage our podcast. (e.g. managing guests and scheduling, working with their marketing teams on joint social media promotion, publishing, etc...)
- Collaborating with strategic partners on joint marketing efforts like ebooks and webinars.
- I helped set up and manage email marketing campaigns.
- Improved our backlink profile considerably through different link-building activities.

Deliverables

I helped increase the amount of referring domains by 80+ in six months.

46% increase in overall [website traffic](#), from 2,752 in May to 4,030 by December.

Increased website SEO audit scores by 20%+ reaching scores in the low 90s with tools like SEMrush and Moz.

Predictable Revenue — Sales Development Representative - (Remote)

November 2018 - May 2019

Administrative Software Applications — Customer Support Teamlead - (Remote)

February 2017 - October 2018

Administrative Software Applications — Jr. Product Specialist- (Remote)

July 2016 - February 2017

Recommendations

"Max was great to work with. He provided our team with a level of expertise in digital marketing that was highly valuable to us. Max led efforts related to inbound lead generation through our website, SEO and online presence, and was able to achieve important results in the improvement of our technical SEO and general website usability. Max worked closely with different teams across the organization to help coordinate the needs of the different departments related to our website (sales, marketing and recruitment)."

David Hemmat, CEO of Blue Coding (& Resolve Digital)

[View recommendation on LinkedIn](#)

"The most valuable characteristics I see in Max are his integrity, his work ethic and his perceptive understanding of others' needs. Coworkers and clients trust his word, they appreciate his willingness to work hard to achieve the right solution, and they truly benefit from his ability to understand what the client or co-worker needs. I would highly recommend Max to become a productive and valuable member of any business team."

Shelley Mossman, Customer Success Manager at Administrative Software Applications (ASA)

[View full recommendation](#)