

Max Barrera

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[LinkedIn](#)
[CV Website & Blog](#)

Work History

Freelance — Marketer - (Remote)

April 2021 - Present

Provide general marketing services for several SaaS products at different stages of the product development lifecycle.

Highlights

- Help develop the go-to-market strategy for a SaaS contract management platform.

Blue Coding — Marketing Coordinator - (Remote)

Jan 2020 - April 2021

Plan and execute the digital marketing and inbound lead generation strategy for a company specializing in recruiting tech talent in Latin America.

Highlights

- Develop a strategy for inbound marketing channels (SEO, social media, blog, and more.)
- Monitor and report on marketing goals and KPIs, including website, ad campaign, and social media analytics.
- Create graphics and write copy for new landing pages, blog articles, ad campaigns, and more.
- We went from nearly zero website traffic to a couple thousand users a month with good user engagement metrics
- Search traffic is now the main user acquisition channel responsible for more than 70% of our website's traffic.
- Improved SEO site audit scores with tools like SEMrush to 100%.
- I wrote 90% of our blog articles including the article with the highest estimated traffic value based on organic keyword rankings. The organic traffic has a keyword value

CERTIFICATES

Google:

[Advanced Google Analytics](#),
[Fundamentals of Digital Marketing](#),
[Tag Manager Fundamentals](#)

Google Ads:

[Google Ads Search Certificate](#),
[Google Ads Display Certificate](#),
[Google Ads - Measurement Certificate](#)

Free Code Camp: [Responsive Web Design](#)

Hubspot: [Inbound Certified](#),
[Email Marketing](#), [Social Media Marketing Certificate](#)

SEMrush: [Technical SEO](#), [Link Building](#),
[Backlink Management](#), [Competitive Analysis & Keyword Research](#), [Mobile SEO](#), [Content Marketing & SEO Fundamentals](#), [Keyword Research](#),
[On-page Technical SEO](#), [SEO Fundamentals Exam](#)

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

of around \$700 - \$2,000 usd per month depending on the source.

Resolve Digital — Marketing Consultant - (Remote)

Jan 2020 - July 2020

Resolve Digital builds, optimizes, and maintains innovative eCommerce & SaaS solutions. I was hired to plan and execute the inbound lead generation and digital marketing strategy.

Highlights

- Develop a content, blog, SEO, and social media strategy.
- Monitor and report on marketing goals and KPIs, including website, social media, and ad campaign analytics.
- Audit website and existing content to develop a plan to replicate previously favorable SEO results.
- Create graphics and write copy for new website pages, blog articles, social media posts, ads and more.
- Developed the idea, helped research, and edited our best-performing article ([Spree vs. Solidus: Which is Right For You - 2020 Update.](#))
- Added roughly 25+ new referring domains and 550+ backlinks in seven months through establishing content partnerships, building a podcast strategy (sponsorships, guest appearances, etc.), adding our company to relevant directories, and outreach campaigns.

Predictable Revenue — Marketing Coordinator - (Remote)

November 2018 - December 2019

Predictable Revenue is a firm offering consulting and outbound business development services. I specialized in SEO but led and managed several other initiatives related to inbound marketing.

Highlights

- Manage our website (WordPress.)
- Monitor and report on marketing goals and KPIs, including website, social media, ad campaign, newsletter, and Youtube analytics.
- Create graphics and write copy for social media posts,

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 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 Ads, Analytics, Search Console, Tag Manager, Data Studio, and Optimize
- Strong experience with SEO tools SEMRush, Ahrefs, Moz, Screaming Frog, Google Lighthouse, etc...
- Working knowledge of video and audio editing software

blog articles, new landing pages and more.

- Manage social media and community profiles.
- Optimize content for performance and SEO.
- Help develop and plan [Sales Efficiency Quiz](#).
- Ran multiple link building campaigns which resulted in adding 80+ referring domains in six months.
- Extensive updates to on-page and technical SEO likely played a role in increasing overall website traffic by 46% during my tenure.

Administrative Software Applications — Product Specialist & Teamlead - (Remote)

July 2016 - October 2018

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](#)