

MAX BARRERA
MARKETER & SEO SPECIALIST



Cancun, Mexico
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Past Projects

The Predictable Revenue Podcast

Where frontline Sales Leaders teach you how to build and scale an Outbound Sales Team.



Outsourcing Oasis Podcast

Join us on our journey to demystify outsourcing and remote team management.



Blue Coding Blog

Learn about remote team management, outsourcing, and more.



My passions are — Marketing, writing, design, SEO, and web development.



React



WordPress



Search Console



Google Ads



Analytics



Data Studio



Tag Manager



Optimize

Skills & Experience

- Digital Marketing
- Content Marketing
- SEO / SEM
- Analytics
- SEO Copywriting
- PPC
- Email Marketing & Automation
- Social Media Marketing
- Paid Social Media Advertising
- Account Based Marketing Experience
- B2B Marketing Experience
- UX & Graphic Design
- Audio Production
- Video Production
- Native English
- Fluent Spanish
- Creativity
- Organization
- Adaptability
- Emotional intelligence
- Problem-solving
- Stress management
- Public speaking
- Focus on business needs

Software & Programming

- CMS Experience (e.g. WordPress)
- SEO Tools (e.g. SEMrush)
- Google Marketing Tools (e.g. Search Console)
- Graphic Design Tools (e.g. Adobe)
- CRM Experience (e.g. Hubspot)
- Programming experience (e.g. React)
- css (4+ yrs)
- HTML (4+ yrs)
- Java Script (2+ yrs)
- Bootstrap (2+ yrs)
- Schema markup / structured data (3+ yrs)
- Social Media Automation Tools (e.g. Hootsuite)
- Email Marketing Automation (e.g. Autopilot)
- Website Optimization and CRO Tools (e.g. Google Optimize, Hotjar)
- ChatBots (e.g. Drift)
- Event Marketing Tools (e.g. Eventbrite)
- Project Management Tools (e.g. Asana)

Work experience

April 2021 – Present

Marketer

Providing general marketing services for several software products at different stages of the product development lifecycle.

- Develop the pre-product launch strategy for a SaaS contract management platform.

Google Ads Google Keyword Planner SEMrush SparkToro Product Hunt None

January 2020 – April 2021

Marketing Coordinator

Plan and execute the digital marketing and inbound lead generation strategy for a company specializing in helping North American companies hire remote tech talent in Latin America.

- Develop a strategy for inbound marketing channels (blog, SEO, social media, podcasts, and more.)
- Monitor and report on marketing goals and KPIs including website, social media, ad campaign, and Youtube analytics.
- Co-produce a podcast with DevChattv called Outsourcing Oasis
- Rebrand the podcast and publish it on our Youtube channel and website.
- Create marketing assets like ebooks, newsletter, blog articles, 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.
- I wrote 90% of our blog articles including the article with the highest estimated traffic value based on organic keyword rankings.

Social Media Ads Google Marketing Tools (Analytics, Search Console, etc...) SEMrush Ahrefs Moz Postaga
 OctoberCMS CSS Sass HTML Java Script Schema Markup Leadfeeder Drift Hootsuite Loom
 Autopilot Hotjar Laravel PHP Apache

January 2020 – July 2020

Marketing Coordinator

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

- 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 blog content, social media posts, new case studies, technologies we work with pages, and more.
- Added roughly 25+ new referring domains and 550+ backlinks in seven months.
- Developed the idea, helped research, and edited our best-performing article (Spree vs. Solidus: Which is Right For You – 2020 Update.)

Social Media Ads Google Marketing Tools (Analytics, Search Console, etc...) SEMrush Ahrefs Postaga
 CloudCannon CMS Jekyll Static Site Generator Bootstrap Sass HTML Java Script Markdown Schema Markup
 Leadfeeder Hootsuite Drift Autopilot Hotjar Ruby

November 2018 – December 2019

Marketing Coordinator

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

- Manage our website (WordPress.)
- Monitor and report on marketing goals and KPIs including website, social media, ad campaign, newsletter, and youtube analytics.
- Manage content & blog.
- Manage social media and community profiles.
- Optimize content for performance and SEO.
- Helped develop and plan Sales Efficiency Quiz.
- Added 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.

Google Marketing Tools (Analytics, Search Console, etc...) WordPress Yoast SEO Sumo Schema Markup Moz
 BuzzSumo Social Pilot Unbounce Zoom Info DiscoverOrg Drift Zoom Wistia Autopilot Salesforce
 Hotjar PHP

July 2016 - October 2018

Product Specialist & Support Team Lead

February 2017 – October 2018

Google Analytics HTML CSS Camtasia Youtube PowerPoint Excel Jira Mailchimp SendGrid
 Microsoft Teams Zendesk .Net Salesforce

Jr. Product Specialist

July 2016 – February 2017

Google Analytics HTML CSS Camtasia Youtube Balsamiq Jira Microsoft Teams Zendesk .NET
 Salesforce

Certificates

Google

Advanced Google Analytics, Google Ads Search Certificate, Google Ads Display Certificate, Google Ads – Measurement Certificate, Google Tag Manager Fundamentals, Fundamentals of Digital Marketing Certificate (Google Digital Garage)

Hubspot Academy

Inbound Certificate, Email Marketing Certificate, Social Media Marketing Certificate, Inbound Sales Certificate, Inbound Methodology Certificate

SEMrush Academy

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

Free Code Camp**Responsive Web Design****Recommendations**

David Hemmat
CEO of Blue Coding (&
Resolve Digital)



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).

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



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.