

Max Barrera

Full-Stack Developer & SEO

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PROFESSIONAL SUMMARY

Digital marketing technologist with 7+ years of experience bridging web development, SEO, and analytics-driven growth. I combine the mindset of a developer with the strategy of a marketer, building, optimizing, and measuring websites that perform.

At RootstockLabs, I increased organic traffic by 75%+, led the award-winning relaunch of a global developer portal (Best Accessible Multimodal Documentation, 2024), and implemented enterprise-grade analytics and consent frameworks.

I thrive at the intersection of technical execution and marketing strategy, helping organizations create digital experiences that scale traffic, improve usability, and drive measurable ROI across both paid and organic channels.

EXPERIENCE

RootstockLabs — *Senior Webmaster (SEO & Web Strategy)*

September 2021 – September 2025

At RootstockLabs, I managed and optimized a multi-site ecosystem including rootstock.io, rootstocklabs.com, dev.rootstock.io, and rif.technology. This involved overseeing multiple rebrands, relaunches, and domain migrations while driving measurable growth.

I led the relaunch of the Rootstock developer portal, aligning accessibility, SEO, and analytics best practices — a project recognized with the 2024 Best Accessible Multimodal Documentation award. I also introduced LLM traffic reporting and GEO optimization, keeping Rootstock ahead of emerging digital trends.

Highlights:

- Increased organic traffic by 75%+ through SEO audits, site performance improvements, and i18n/localization workflows via CrowdIn.
- Built custom GA4 + GTM frameworks for paid/organic attribution, CRO testing, and developer adoption tracking.

- Implemented ADA/WCAG accessibility standards, advanced security headers, and CMP/Consent Mode for global compliance.

Blue Coding — *Marketing Coordinator*

January 2020 – September 2021

At Blue Coding, I managed and optimized two service-oriented websites — bluecoding.com and resolvedigital.com — with a focus on SEO, technical improvements, and content development. I developed and executed a content strategy that significantly improved rankings and increased the estimated monthly value of organic traffic to over \$ 7,000 (Ahrefs). Alongside SEO, I supported inbound and paid campaigns to generate leads across different buyer segments.

Highlights:

- Increased the value of organic traffic to \$7K+ per month through SEO content creation, keyword optimization, and technical site improvements.
- Wrote and optimized blog articles targeting industry-specific keywords to expand reach and authority.
- Managed and optimized Google Ads (PPC & Display campaigns), reporting on performance and refining for ROI.
- Implemented HubSpot CRM workflows and reporting to improve attribution and streamline lead tracking.

Predictable Revenue — *Marketing Coordinator*

November 2018 – January 2020

At Predictable Revenue, a B2B sales consultancy, I supported both inbound and outbound marketing efforts while building technical foundations that enhanced lead quality and site performance. My role combined SEO implementation, marketing automation, and advanced email deliverability to strengthen the company's demand generation funnel.

Highlights:

- Improved site performance by implementing SEO audit recommendations, raising site score from the low 60s to the high 90s.
- Helped develop and launch a chatbot integrated with CRM to optimize inbound inquiries and accelerate lead qualification.
- Contributed to outbound prospecting operations, leveraging tools like DiscoverOrg and ZoomInfo to build targeted lead lists.
- Implemented advanced email deliverability protocols (SPF, DKIM, DMARC) to ensure outbound campaigns reached inboxes and reduced bounce rates.

SKILLS

Full-Stack Web Development & CMS

Experienced in building and optimizing websites using React, Next.js, Gatsby, and Docusaurus, with strong knowledge of HTML, CSS, and JavaScript. Skilled in managing both traditional and headless CMS platforms, including WordPress, Contentful, and Strapi, with expertise in site migrations, rebrands, and multi-site ecosystems.

Light back-end experience with Node.js, REST APIs, GraphQL, and database integrations (MySQL, MongoDB), enabling seamless integration between front-end frameworks, CMS platforms, and analytics/marketing systems.

Technical SEO & International Optimization

Proven ability to scale organic traffic through technical SEO audits, site speed/performance optimization, schema implementation, and CRO frameworks. Specialized in international SEO and localization workflows (Crowdin), accessibility compliance (ADA/WCAG), and developer portal optimization (award-winning 2024 relaunch).

Marketing Operations & Campaign Management

Hands-on experience with HubSpot CRM & CMS, Salesforce integrations, and campaign automation. Skilled in domain and email configuration with advanced knowledge of deliverability (SPF, DKIM, DMARC). Supported paid campaigns through Google Ads, PPC, and Display optimization with full-funnel reporting on performance.

Security, Accessibility & Compliance

Implemented advanced security headers, Google Consent Mode via CMPs, and GDPR/CCPA frameworks to ensure compliance, protect user data, and maintain accurate analytics. Strong advocate for inclusive design and accessibility, with award recognition for creating accessible, multimodal digital environments.

CERTIFICATES

Google: Advanced Google Analytics, Tag Manager Fundamentals, Digital Marketing Fundamentals

SEMrush: Technical SEO, Keyword Research, Content Marketing, Mobile SEO, Link Building

HubSpot: Inbound Marketing, Email Marketing, Social Media Marketing

EDUCATION

UNH, Durham, New Hampshire