

# Max Barrera

Full-stack developer & technical SEO specialist with 7+ years of experience optimizing complex sites for performance, scalability, and search visibility.

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## Experience

### RootstockLabs · 2021–2025

#### Senior Webmaster – Web Strategy & SEO

RootstockLabs develops open-source blockchain infrastructure that extends Bitcoin through smart contracts and decentralized finance (DeFi).

- Oversaw multi-domain web ecosystem including rootstock.io, rootstocklabs.com, dev.rootstock.io, and rif.technology.
- Led major rebrands and site migrations, consolidating legacy systems into a unified Gatsby + WordPress stack hosted on Vercel and Flywheel.
- Implemented multilingual architecture (EN/ES/KO/JP) and international SEO best practices, ensuring regional performance and search visibility.
- Relaunched the Developer Portal — awarded Best Accessible Multimodal Documentation (2024) for accessibility, UX, and multilingual support.
- Improved Core Web Vitals (+35%), image optimization, caching, and schema markup for measurable SEO and performance gains.
- Built CI/CD pipelines, integrated GA4, GTM, and automated analytics dashboards for data-driven reporting.
- Enforced WCAG accessibility, security headers, and CMP/Consent Mode compliance across all domains.

### Predictable Revenue · 2020–2021

#### Marketing Consultant & Developer

Delivered full website rebuilds and rebrands for a luxury ecommerce development agency and staffing agency, combining hands-on development with SEO and analytics.

- Migrated October CMS → WordPress, developing custom themes and 301-redirect mapping.
- Rebuilt the Resolve Digital site with Jekyll + CloudCannon, creating a fast static architecture.
- Boosted organic traffic value > \$7K / mo via blog.
- Technical SEO + content optimization: improved structure & load speed using Lighthouse, Screaming Frog, and Search Console.
- Set up GA4, GTM, and HubSpot CRM tracking workflows.

### Predictable Revenue · 2018–2020

#### Marketing Coordinator - SEO & Web Strategy

Global B2B sales-consulting firm focused on scalable outbound growth.

- Managed WordPress updates & landing pages built with Elementor,

## Programming Skills

### Programming Languages

JavaScript (ES2015+), TypeScript, HTML, CSS, Sass, PHP, GraphQL

### Libraries & Frameworks

React, Next.js, Gatsby, Node.js, React Native, Tailwind CSS, Styled Components, Framer Motion, Anime.js, Timber for WordPress

### Tools & Platforms

Git, GitHub, Netlify, Vercel, AWS, WordPress, Contentful, Algolia, Storyblok, Docker, Webpack, Figma

## SEO Skills

Technical SEO, International SEO, Local SEO, SEO for AI (GEO/AEO/LLMO/AIO), Link Building, Writing SEO Copy, Analytics & Dashboards, Advanced Tracking, Funnel Optimization, CRO

### Tools & Platforms

Google Tag Manager, Google Analytics 4, Search Console, Google Keyword Planner, LookerStudio, Screaming Frog, SEMRush, Gumloop, Bing Webmaster Tools, AlsoAsked, Schema.org, SurferSEO,

## Languages

English (Native)  
Spanish

optimizing for UX & conversions.

- Executed full SEO audit → SEMRush scores from 40s → 90s.
- Launched chatbot-driven inbound funnel integrated with HubSpot CRM.
- Monitored funnel metrics with GA + GTM for conversion insights.

## Certificates

### Google

UX Design, 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)

### 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, Front End Development Libraries, Back End Development & APIs

### Hubspot Academy

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