Cristian Barraza

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SEO SPECIALIST

Results-driven SEO Specialist with extensive experience in optimizing web content and driving organic search rankings. Proficient in Python, HTML, CSS, and tools like Google Search Console and Screaming Frog. Skilled in content development, technical SEO, and web development across platforms including WordPress, ModX and Magento. Proven ability to enhance site visibility, increase traffic, and deliver measurable results. Passionate about leveraging data and innovative strategies to exceed business goals and drive digital success.

Technical SEO:
Website audits · Crawl Analysis · Site Speed Optimization XML sitemaps · Structured Data

Analytics & Tools:
Google Search Console · Microsoft Excel · Pagespeed Insights · Screaming Frog · WinSCP

Platforms:
MODX, Magento, WordPress, Squarespace, PrestaShop

Programming Languages:
Python · HTML5 · CSS3

PROFESSIONAL CAREER HISTORY

TopSpot Internet Marketing, Houston, Texas   **Aug 2021 – Oct 2023**
SEO Specialist

- Developed and implemented SEO strategies for clients across various industries, achieving a **60% increase in traffic** for Techline MFG's Condensate Chambers page through content optimization and keyword targeting.
- Developed high-quality, relevant content resulting in AGSCO's floor aggregate **ranking #1**.
- Collaborated with engineers at HEAT, Inc. to identify keyword targeting opportunities and optimize content for hot oil transfer systems.
- Implemented SEO training documents, enhancing team efficiency in client data analysis.
- Conducted regular website audits and analyzed data to identify technical SEO issues, leading to improved website performance and user experience.
- Perform Keyword Research for clients, using data to develop strategy towards marketing B2B and SAAS.

Accenture / WhatsApp, Austin, TX   **Jan 2019 – Aug 2021**
Technical Support Specialist

- Managed a daily quota of **250 tickets**, ensuring timely resolution and client satisfaction.
- Developed and maintained technical SEO documentation, supporting the broader marketing team.
- Developed training documents that improved the efficiency of data visualization for the engineering team.

Adecco, Austin, TX   **Jan 2018 - Jan 2019**
Data Entry Specialist

- Assisted in the entry of high-security-clearance documents in database for the State of Texas.
- Ensure accurate quota of 150 items per day.
- Use of Microsoft Access along with Skype to communicate with Team regarding deliverables and clear communication.

CERTIFICATIONS

Google

Google Analytics (GA Universal & GA4)

Coursera

Information Systems Auditing, Controls and Assurance
Cybersecurity for Everyone

Udemy

Python for Beginners Course In-Depth

HubSpot

Inbound Marketing

REFERENCES

References are available on request.