

# Alex Rodriguez

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An SEO Specialist with entry-level experience specializing in Google Analytics, digital marketing, on-page optimization, and link-building campaigns, Adept at improving SEO performance for websites by leveraging data analytics and market research.

## Education

Bachelor of Science (BS)  
Marketing  
San Jose State University, San Jose CA  
September 2017 ■ May 2021  
GPA: 3.75

## Key Skills

- ♦ Search Engine Optimization (SEO)
- ♦ On-Page Optimization
- ♦ Data Analytics
- ♦ Google Analytics
- ♦ Competitive Analysis

## Certifications

- ♦ Content Marketing Certification, HubSpot Academy. 2021

## Professional Experience

SEO Specialist  
Web Marketing Pros., San Jose, CA | May 2021 - Present

- Perform SEO audits for client websites, conduct research on competitors, identify keyword optimization opportunities, and provide recommendations to enhance web page sitemaps, resulting in a 60%-120% increase in organic traffic for customers
- Coordinate with marketing teams and clients to develop SEO strategy based on Google Analytics, keyword rankings, and competitive analysis
- Grow online presence for an online retailer client by driving on-page optimizations and conducting A/B testing to analyze web page performance

## Independent Projects

SEO Freelance Project  
E-Sports Journalists Inc., San Jose, CA | January 2020 - May 2021

- Oversaw keyword and on-page optimization for the website of a start-up esports company, which included conducting competitive analysis and identifying SEO strategy
- Improved Google search rankings by creating alt tags, conducting A/B testing and SEO audits, and performing updates on existing blogs and news pages