Martín Matías

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Educación

Escuela Normal Superior en Lenguas Vivas Juan Bautista Alberdi   Tucumán, AR
Professorship in Biology   Mar 2011 – Nov 2013

Certifications

UX/UI & Product Design – Google - Coursera
Frontend Web Development – ONE Oracle Next Education
Digital Marketing – Google Learn
Prompt Engineering for Developers – DeepLearning.ai

Experiences

Pervasive Mind   Remote
Data Entry / SEO Analyst   Aug 2019 – Currently
- I implemented an efficient data standardization system to enhance product information management.
- I optimized the structure and content of the web pages to enhance their visibility on search engines.
- I utilized SEO analysis tools to identify improvement opportunities and increase organic traffic to the website.
- I standardized data sheets for technological products to enhance the arrangement of information used in various data collection tools.

Metro Real State   Remote
Developer   Jun 2023 – Sep 2023
- I led the creation of a desktop application in Python and a web application in React, integrating artificial intelligence to optimize the extraction of data from state planning documents in California.
- I led the talent selection process in IT, forming an efficient and competent team.
- I implemented Agile methodologies to enhance team efficiency and meet delivery deadlines.

Market One   Tucumán
Surveyor / Auditor / Field Representative   Aug 2019 – Mar 2023
- I collected information through surveys and audits of local businesses in order to adjust the commercial strategy.
- I improved the display at retail points, generating a quantifiable increase in product sales.
- I established strong relationships with store managers and owners, fostering collaboration and product promotion.
- I reduced the number of conflicts and customer complaints by efficiently resolving each case.

Latin Data   Remote
Data Entry   Aug 2019 – Jan 2021
- I developed a comprehensive and up-to-date database of companies in Tucumán, La Plata, Madrid, and Barcelona.
- I created attractive and detailed online profiles that fully and accurately represented companies in a web directory.
- I continuously updated company information to ensure the accuracy and relevance of online profiles.
- I implemented search engine optimization strategies based on the information collected from each profile.

Freelance Experiences

SEO and SEM Specialist
- Designed and implemented comprehensive SEO and SEM strategies to enhance the online visibility and search rankings of multiple healthcare websites.
- Resolved critical indexing and performance issues, significantly improving page load speed and user experience.
- Achieved substantial cost reductions in Google Ads campaigns through keyword optimization, precise targeting, and improvements in ad quality.
- Conducted technical audits to identify and fix issues negatively impacting organic rankings.
- Enhanced site structure and content, resulting in a notable increase in organic traffic and conversion rates.

React Web Modification
- Acted as a frontend developer in the modification and completion of a React-based website for student rental searches.
- Implemented new features and made modifications to the existing website, including user, property, and rental post management.
- Developed roommate search functionalities using filters and recommendations based on common interests, utilizing technologies such as GraphQL and Hasura.
- Integrated external services like Google Maps and Firebase for displaying property locations and ensuring secure authentication.
- Worked in a Docker-based development environment, enhancing system efficiency and portability.

Audit + Technical SEO Improvement + UX Enhancement
- Conducted a comprehensive website audit, identifying key areas for improvement and opportunities.
- Developed a detailed improvement proposal based on audit findings.
- Implemented technical and SEO enhancements, including image and keyword optimization.
- Achieved a significant increase in organic website traffic and search engine rankings.
- Made a significant contribution to the company's online visibility and business growth.

Indexing URLs for an Educational Website
- Conducted thorough research on non-indexed URLs within a specific website, performing a detailed analysis of its structure.
- Utilized advanced tools to identify pages not indexed by search engines.
- Executed indexing requests using Google Search Console to ensure proper visibility of critical pages.
- Applying technical SEO skills, significantly increased the website's online presence.
- The outcome resulted in a positive impact on traffic and brand visibility.

Product Uploads on Marketplaces
- Played a key role in efficiently managing the online store, handling product listing creation and updates.
- Ensured information accuracy and image quality, implementing content optimization strategies to enhance visibility.
- Managed inventory, ensuring product availability and constant updates.
- Developed key skills on the platform and effective SEO techniques within the platform.

Skills

Technical: HTML - CSS - JavaScript - ReactJS - UX & Product Design - Figma - GitHub - Bootstrap - MySQL - Visual Studio Code – Digital Marketing – SEO – SEM – Google Search Console – Google Analytics 4 – Ahrefs – Screaming Frog – Google Ads – Office – Prompt Engineering

Languages: English (Listening: B1 - Reading: C1 https://cert.efset.org/yVHfPc) – Portuguese (Intermediate)