

José Luis García Orobio

TECHNICAL SEO · PROGRAMMATIC SEO

Mexico (Remote/Hybrid) | Immediate availability

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"I don't just write content; I structure data so machines can understand it."

Profile Summary _____ Technical SEO and **Programmatic SEO** specialist. I design data pipelines that turn catalogs and databases into thousands of landing pages with validated **Schema.org**. I combine log analysis, scraping, and SQL to map entities and scale organic traffic with precision.

Performance & Security Audit

You Get (Employer)

Hybrid Agility

Business Logic

Deep Work Ethic

I Provide (The Stack)

I connect content, data, and architecture for sustainable organic growth.

Revenue-first SEO: keywords prioritized by intent and margin.

Audits documented with traceability and remediation plans.

Hybrid Identity Stack

Technical SEO Programmatic SEO and data structuring. **Stack:** Python, JSON-LD, Screaming Frog, SQL.
Data Engineering Normalization, clustering, and metadata QA. **Stack:** Pandas, Regex, Log Analysis.
Content Systems Taxonomies and internal linking at scale. **Stack:** Schema.org, Crawling, CMS.

Professional Experience

Martom Sport

SENIOR DIGITAL ARCHITECT

LatAm / Remote

Previous tenure

- Scaled massive catalogs with Programmatic SEO: automated Schema.org injection and Python landing generation.
- Optimized feeds and taxonomies to capture long-tail transactional intent.
- Audited logs and improved Core Web Vitals to sustain high-volume indexing.

Xpertasocial

GROWTH ENGINEER / SEO AUTOMATION

Mexico / Remote

2021 – Present

- Python/Bash scripts for ethical scraping, dataset normalization, and large-scale metadata QA.
- Information architecture based on semantic clusters and internal linking to optimize crawl budget.
- Programmatic SEO with dynamic templates and JSON-LD structured data.

Law Offices of Vlad Portnoy

TECHNICAL SEO CONSULTANT

Remote

Project-based

- Designed an AI-driven SEO strategy to scale pages by entities and legal services.
- Implemented advanced schema to improve CTR and eligibility for rich results.

Technical Projects & Labs

- **Programmatic Landing Factory:** Python pipeline to generate, validate, and publish landing pages at scale.
- **Search Console Log Intelligence:** log analysis to detect cannibalization and zombie pages.

Stack & Tooling

SEO & Data Python (Pandas/BeautifulSoup), SQL, Screaming Frog, Schema.org (JSON-LD), Regex.
Crawling & QA Log Analysis, Sitebulb, Ahrefs, Semrush, GSC/GA4.
CMS & Dev WordPress, Shopify, HTML/CSS, Git, Bash/Zsh.

Links

- **Site:** xperta.social **GitHub:** github.com/lbaddass **LinkedIn:** jlgarciaorobio
- **X:** x.com/lbaddassl **Facebook:** facebook.com/lbaddassl **Pinterest:** pinterest.com/lbaddassl