

Roberto Garcia

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Portfolio: <https://robertgarcia305.github.io/my-portfolio/seo.html>

Results-driven SEO specialist with 4+ years of experience implementing data-backed SEO strategies, optimizing e-commerce websites for search visibility, and improving site traffic and revenue. Skilled in technical SEO, on-page and off-page optimization, keyword research, and cross-functional collaboration to drive measurable business growth.

WORK EXPERIENCE

Starr Western Wear

July 2021 - Present

SEO & Website Manager

- Increased store traffic to **1.19 million sessions** in 2024 through SEO strategies, optimized product descriptions, and improved technical SEO.
- Increased site health to **97%** by optimizing on-site SEO.
- Boosted online sales by **169.81% in 2024** by enhancing on-page SEO and product merchandising.
- Improved **average order value by 5.77%** via CRO and search intent-aligned product strategies.
- Enhanced product descriptions and metadata using **SEMrush** keyword research.
- Performed **schema data fixes**, ADA accessibility audits, and technical SEO improvements.
- Managed over **7,000 Shopify products**, ensuring accurate data, optimized imagery, and SEO-friendly listings.
- Edited and optimized Shopify theme code (HTML, CSS, Liquid, JavaScript) to improve load times and SEO performance.
- Integrated third-party apps and TikTok Shop to support broader marketing efforts.

Tempco Clothing

July 2021 - Present

- Increased online sales by **38.55% in 2024** through SEO optimization and targeted product enhancements.
- Managed 100+ active SKUs with SEO best practices applied to listings.

The Shoppes At Solana

July 2023 - Present

- Increased site traffic by **1.11 million sessions** since launch through on-page SEO and technical improvements.
- Performed theme code edits (HTML, CSS, JavaScript, Liquid) to support SEO initiatives.

Belica Clothing - Own Brand

July 2019 - October 2020

- Designed Shopify store layouts and improved product presentation with image and video editing.
- Developed engaging Facebook and Instagram ads tailored to user interests.
- Registered brand trademark with USPTO, demonstrating attention to detail and user trust.

EDUCATION

Bachelor's degree in Marketing

UANL (07/2015 - 12/2019).

PROJECTS

Cash Tools - cashtools.org

- Building SEO-optimized financial calculators (CD calculator, savings tracker) with a focus on clean UI, mobile-first design, and organic traffic growth.
- Work in progress — continuously adding features and refining SEO and UX.

SKILLS

SEO Tools: SEMrush, Google Search Console, Google Analytics, Yoast, Hotjar.

Technical SEO: Schema fixes, site audits, accessibility checks (ADA compliance), Shopify theme code (HTML, CSS, Liquid, JavaScript).

Content & Keyword Strategy: Product descriptions, metadata, search intent alignment, on-page SEO

Web Platforms: Shopify, Google Merchant Center.

Design & UX: Figma, Photoshop, Photopea.

Languages: English, Spanish.

Ads: Meta ads.

CERTIFICATES

Microsoft Excel Course.

User Experience UX Course - Accenture.