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 **914,423 sessions** in 2025 through SEO strategies, optimized product descriptions, and improved technical SEO.
- Increased site health to 97% by resolving crawl errors, improving internal linking, and optimizing structured data.
- Generated **$1.25M in online revenue in 2025** by enhancing on-page SEO and product merchandising.
- Improved **average order value by 16%** 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

- Generated $35,525.67 in online sales in 2025 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 - Product Owner
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 - Founder & SEO Developer
- Designed and developed a privacy-first financial tools platform targeting high-intent organic search queries.
- Built SEO-driven content architecture and internal linking strategy to establish topical authority.
- Optimized mobile-first performance and Core Web Vitals.
- Developing interactive calculators aligned with search intent for scalable organic growth.

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.
Paid Media: Meta Ads (Facebook & Instagram)

CERTIFICATES

Microsoft Excel Course.
User Experience UX Course - Accenture.