

JAVIER URBINA

Senior SEO & Web Development Lead (AI-Driven Growth)

CONTACT

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[Linkedin](#)

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TECHNICAL SKILLS

SEO & Analytics

GA4, Google Search Console, Google Tag Manager, Microsoft Clarity, Moz, SEMRUSH, SE Ranking, Moz, Screaming Frog, Ahrefs, Looker Studio

Web Development & CMS

HTML, CSS, JavaScript, TypeScript, WordPress, Shopify, Wix, Squarespace, Webflow, Adobe XD, Figma, Photoshop.

AI, Automation & Data

n8n, ChatGPT, Claude, Cursor, Gemini, AI-powered SEO automation workflows

EDUCATION

Bachelor of Computer Science

Certification

AI Search Optimization
AI-Powered Performance Ads
Conversion Optimization Google Ads Search
Google Analytics
Azure
Power BI
Cloud Professional AWS
ASP
Transact SQL Google
Google Analytics

Languages

Spanish
English

PROFILE

Results-driven Senior SEO & Web Development Lead with 8+ years of experience defining and executing AI-driven SEO strategies for medium-sized businesses and large clients. Proven track record in increasing organic visibility, qualified traffic, and lead generation through data-driven, technical SEO approaches.

Strong expertise in technical SEO, website architecture, and web development, with experience leading projects, optimizing content and internal linking, and implementing scalable solutions that improve search performance and user engagement.

EXPERIENCE

SEO & Web Department Lead

2023 - Present

- Lead SEO and web development strategy, driving AI-powered and data-driven growth initiatives aligned with business objectives.
- Design and oversee SEO-optimized, responsive websites, implementing automation and AI-assisted workflows to improve performance, scalability, and search visibility.
- Integrate AI into content optimization, internal linking, and technical SEO processes to enhance efficiency and consistency at scale

SEO Specialist-Web Designer

2019-2023

- Designed and developed mobile-first, responsive websites aligned with modern UX/UI standards and SEO best practices.
- Led end-to-end website development with a strong focus on SEO-friendly architecture, performance optimization, and search engine compliance, resulting in up to a 20% improvement in search rankings.
- Analyzed SEO performance using advanced web analytics tools, identifying optimization opportunities and driving continuous improvements.

Web Developer

2016-2019

- Implemented on-page SEO best practices within website development to improve search visibility and technical performance.
- Collaborated with cross-functional teams on SEO initiatives, including competitor analysis, keyword research, and optimization strategies.
- Integrated trend-driven UX/UI principles to enhance usability, engagement, and overall website performance.