

ANDREA CAROLINA TAPIA GODOY

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SUMMARY

Innovative and proactive SEO Analyst with a strong focus on developing digital content strategies to drive organic traffic growth. Experienced in leading teams and problem-solving within media projects. I am an organized and multitasking individual with expertise in data analysis, site audits, and tools management.

Currently, I am working as an SEO Analyst at Semana Magazine, where I contribute to the overall content strategy of the portal. Additionally, I am involved in the development of the technical and semantic strategies for El País (Colombia), SoHo, and Fucsia websites.

WORK HISTORY

Revista Semana

Seo (July 5th, 2022 - Present)

- Supporting the implementation and development of the company's SEO strategy for content.
- Monitoring and analyzing organic traffic performance.
- Conducting regular audits of technical SEO, indexing, and technology.
- Coordinating with the writing, editing, and technology teams.
- Analyzing and identifying trends and opportunities for organic traffic growth.
- Conducting keyword research and competitor analysis.
- Real-time content optimization for improved positioning.
- Generating reports based on SEO performance indicators.
- Achieving the expected positioning and organic traffic objectives.
- Managing measurement tools such as Google Trends, Google Hot Searches, Google Analytics, Google Search Console, Chartbeat, SemRush, Ahrefs, and Screaming Frog.
- Providing support in the technical and semantic strategy for websites El País, SoHo.co, and Fucsia.co.

Casa Editorial El Tiempo

Seo Analyst (May 3rd, 2021– June 10th, 2022)

Seo operation leader at El Tiempo:

- Reporting and tracking breaking and trending stories.
- Daily generation of proposals for breaking news, evergreen content, agenda coverage, and trends.

- Managing measurement tools such as Google Trends, Google Hot Searches, Google Analytics, Google Search Console, Chartbeat, Trisolute, and SEO tools like Ahrefs, Semrush, and Screaming Frog.
- Real-time optimization of articles for Google and content positioning.
- Identifying keywords for article positioning and content strategies.
- Creating and analyzing monthly reports on portal and story performance.
- Providing SEO training for journalists.
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SEO leader for the websites of Casa Editorial El Tiempo (Cáustica, Aló, Motor, and ABC del bebé).

- Assisted in developing the technical strategy for the websites Cáustica, Aló, Motor, and ABC del bebé, including conducting technical audits, reporting technical errors, and validating portal tests.
- Assisted in creating the semantic strategy for Cáustica, Aló, Motor, and ABC del bebé websites, including proposing content ideas for each site.
- Monitored the strategy's progress and provided performance reports for each site.

Casa Editorial El Tiempo

Intern in the Political section (emphasis on peace and human rights issues) - Escuela de Multimedia Journalism School El Tiempo (February 2020 - July 2020)

- Content generation: consulting sources, researching and writing articles for EL TIEMPO's website and for the printed newspaper
- Confirm and verify information for publishable stories.
- Update information in the web section with the latest news
- Reporting and data management for specials and interviews.
- Management of the section's social networks (Twitter and Facebook).

Freelance

Copy editor and proofreader (November 2018 - November 2019).

- Proofreading and editing of academic papers in the humanities and social sciences.

STUDIES

Universidad Central

Undergraduate in Social Communication and Journalism

Bogotá, Colombia

2016 - 2021

COMPLEMENTARY STUDIED

University of California, Davis

Specialized Program: Search Engine Optimization (SEO)

June 2022 – July 2022

HABILITIES

English level: C1 ▪ Technical Seo: website audits ▪ Seo On-page and Off Page ▪ Keyword research and analysis ▪ Management of SEO tools: Google Analytics, Google Search Console, SEMrush, Ahrefs, Chartbeat ▪ Analysis of internal and competitor data ▪ Creation of content strategies for organic growth ▪ Basic knowledge in HTML and CSS