

María Daniela Marín

SEO Specialist & Content Writer

Work experience

Content Writer SEO

Freelance/Remote | January 2020 - June 2022

- Creative and corporate content writing for web pages.
- Blog writing for websites and implementation in WordPress.
- Implementation of best SEO practices (title, meta-description, headers, ALT attributes, focus keyword, internal and external linking).

SEO Specialist | SEO Team Lider

Puzzles Consulting | June 2022 - Now

- Technical SEO: Indexing, robots.txt, sitemaps, canonicals, hreflang, performance (site speed & core web vitals), and tracking set up.
- On-Page optimizations and Off-Page SEO.
- Local SEO (Google My Business). Business listings optimization and geo-targeted strategies implementation.
- Link Building & Backlink strategies.
- Keyword research and competitive analysis.
- Traffic analysis and data interpretation. Monthly reporting.

Courses & Certifications

Backlink Management Course

Semrush Learning - SEO Certification | Junio 2023

Keyword Research

Semrush Learning - SEO Certification | Junio 2022

SEO Fundamentals

Semrush Learning - SEO Certification | Junio 2022

SEO Audit

LinkedIn Learning | Abril 2022

Skills

-Proficiency in leading SEO tools: Google Search Console, GA4, Yoast & RankMath, Screaming Frog, Ahrefs, SEMRush, SEO Quake, Google Ads, Lighthouse, Google Tag Manager.

-WordPress, Shopify, and Squarespace

-Experience working in digital agencies and collaborative team environments..

Languages

Spanish:
Native

English:
High



6/05/1998

Contact



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About me

Experienced SEO Specialist with over 2 years of proven expertise in digital agencies. Successfully managed and executed SEO campaigns for multiple clients, resulting in significant increases in organic search rankings and website traffic.

My mission is to ensure that your business functions seamlessly for both users and search engines, ultimately positioning your website among the top organic search results.