

# María Daniela Marín

SEO Specialist & Team Lider



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.

## 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 Business Profile). 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