

mercy c blanco gutiérrez

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PROFILE

I am **versatile, a very hard worker.**

I have experience in **digital marketing.**

I want to work as a **Freelance digital marketer.**

EDUCATION

05/01/2015 - 04/2015

Deakin University
General English course

15/07/2006- 07/2013

Andres Bello Catholic University, Caracas-Venezuela
Bachelor of Sociology (recognized by the Department of Education and Training, Australia)

CERTIFICATIONS

05/2016 – 03/2017

Coursera Course, UC Davis: University of California, Davis
[Search Engine Optimization \(SEO\) Specialization](#)

03/2019

Google Analytics
[Google Analytics Individual Qualification](#)

EXPERIENCE

06/2018- Current

Digital Freelancer

Website translator (E-Commerce)

- Read material and research industry-specific terminology.
- Convert text in English to Spanish.
- Perform keyword research in coordination with client business objectives to optimize translated content.
- Ensure translated texts convey original meaning and tone.

Data qualifier

- Use automated software program, such as Majestic.com to upload digital data files in order to understand the link profile of clients' competitors.
- Enter data into Excel spreadsheets required to process information.

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08/2016 – 07/2017

**Content specialist (Volunteer position)
Council of International Students Australia (CISA)**

- Identify the type of content the site will host, including: writing, editing and proofreading site content
- Create interactive aspects of the website such as polls and surveys
- Develop the voice for all aspects of the organisation's website presence
- Work closely with the technical team to maintain site standards with regard to new development
- Give guidance and advice on layout, colours and styles

08/2014 –08/2016

**SEO Analyst
Various companies, Venezuela**

- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- Provide recommendations for content development in coordination with SEO goals – general and keyword specific
- Administer search engine programs (XML sitemaps, webmaster tools) for purposes of diagnostic reporting on client projects
- Help to create and support marketing content to socialize and use for social media purposes (e.g. blog posts, posts from analysts and customers)
- Assist in development and execution of communication/content strategies via social communities in coordination with SEO goals

08/2014 – 03/2015

**Community Manager & Copywriter
UP Interactiva, Venezuela**

- Collecting and analysing facts about newsworthy events from interviews, printed matter, investigations and observations
- Creating, managing and increasing the company's presence through Twitter, Facebook.
- Analysing online metrics, and implementing continuous improvements through testing and new initiatives.
- Writing blog posts, articles and material for social media channels.
- Making decisions about the specific content of publications in conjunction with other senior editors and in accordance with editorial policies and guidelines

07/2013 – 07/ 2014

**SEO Copywriter
Majoris, Venezuela**

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- Collecting and analysing facts about newsworthy events from interviews, printed matter, investigations and observations
- Writing news reports, commentaries, articles for online blogs, magazines, journals on topics of public interest
- Making decisions about the specific content of publications in conjunction with other senior editors and in accordance with editorial policies and guidelines
- Assisting company's clients with understanding the value of their online presence, where companies could potentially improve the returns from their website, and what types of services would be able to assist improving their online marketing initiatives
- Keep track and control of the communications and support requests received from potential customers, preparing proposals and taking appropriate follow up the results of such proposals.

07/2012 – 05/2013

Marketing Intern

Intellectual Property Attorneys - Clarke Modet Co, Venezuela

- Keep track and control of the communications and support requests received from potential customers, preparing proposals and taking appropriate follow up the results of such proposals.
- Attending Business Director in the organization and control of the procurement and delivery of institutional clients and related gifts, by Clarke, Modet & C^o of Venezuela, in order to maintain and improve trade relations of the company.
- Attending Business Director in the preparation of the documentation associated with new services and products in the area of Intellectual Property developed by Clarke, Modet & C^o of Venezuela.
- Ensure the logistics for the successful completion of scheduled events, submitting to the review and approval of the Director of Business Development the different budgets received.
- Keep records of evaluations of service fees and products Clarke, Modet & C^o of Venezuela offers its customers, regularly made by the Department of Business Development.

HOBBIES AND INTERESTS

Aikido (Japanese martial art), cycling, writing, photography