

ANTONELIA RONDÁN

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PROFILE

SEO Content Manager with 5+ years of experience driving traffic, conversions, and brand visibility through SEO strategy, content operations, and AI-driven workflows.

WORK EXPERIENCE

SEO CONTENT MANAGER

TrackingTime / Remote, County of Kent, Delaware — Feb 2023 – Present

- Developed scalable content systems using Asana, WordPress, and Ahrefs to streamline ideation, production, and publishing.
- Trained and managed a cross-functional team of 3+ writers focused on SaaS, productivity, and time tracking.
- Increased blog traffic by 10% in 6 months and boosted organic conversion rates through intent-driven SEO content.
- Conducted SEO audits, built topic clusters, and managed multilingual workflows (EN/ES/FR).
- Integrated AI tools (ChatGPT, WritersZen) into the pipeline for research, briefs, and scaling content.
- Executed link-building campaigns, securing high-quality backlinks to strengthen domain authority.

CONTENT MANAGER

The Darl / Remote, California, United States — Nov 2022 – Jan 2023

- Managed content operations across Shopify and WordPress.
- Built Airtable workflows for streamlined content creation, editing, and publishing.
- Ensured brand consistency while collaborating with stakeholders on editorial standards.

CONTENT SPECIALIST

ActualSales LATAM / Remote, Barcelona, Catalonia, Spain — Sep 2021 – Feb 2023

- Produced blog posts, newsletters, and social content aligned with SEO best practices.
- Conducted competitor research and identified content opportunities.
- Partnered with design teams to deliver visually engaging assets.

TECHNICAL SOLUTIONS CONSULTANT

HAL Company / Remote, Buenos Aires, AR — Apr 2021 – Sep 2021

- Implemented tailored HubSpot Marketing Hub solutions for global clients.
- Delivered training workshops, improving client adoption and efficiency by 15%.
- Developed optimized content journeys for enhanced campaign performance.

COPYWRITER & PRODUCT MARKETING ANALYST

Freelance / Remote — Jan 2012 – Dec 2022

- Produced SEO-optimized copy for clients such as Wisboo, Atrapalo.com, and Wall Street English.
- Achieved top 3 SERP rankings and drove 15%+ monthly organic traffic growth.

SKILLS

- SEO & Content Management: WordPress, Shopify, Metricool, Airtable, Asana, Ahrefs, GA4, Google Search Console, SEO Quake, SEMRush.
- Copy & Strategy: Blog posts, landing pages, newsletters, social media posts (X, Facebook, LinkedIn, and Instagram), documentation.
- AI-powered Tools: ChatGPT Plus, WritersZen, Claude, Copy.ai, SurferSEO, SEOWriting AI.
- Other: HubSpot, Respona, Client Relations, Figma, basic HTML/CSS, Training.
- Languages: Spanish (native), English (fluent), French (working proficiency)

EDUCATION

Bachelor in English Language Teaching — Universidad Nacional de La Plata (2008 – 2016)

Degree in Audiovisual Communication — Instituto Superior de Enseñanza Radiofónica (2016 – 2018)