



Experience

I am an SEO lead with a web background focused on business goals and technical operations. I have experience in different business models such as staffing, consumer goods, financial services, automotive, healthcare, fashion, and real estate.

I have practical experience in web design and website performance optimization within search engines; I have designed and worked for over 300 domains and understand HTML, JavaScript, and CSS.

SEO & Digital Marketing Skills

- Develop and execute global SEO strategies.
- Conduct keyword research for content creation.
- Perform audits and address technical SEO issues
- Online lead generation through digital channels.
- Budget management for up to 3 million dollars per year.
- B2B, B2C, D2C, SEA & ASO project guidance.

Content Creation Skills

- Design A/B landing pages aimed at increasing SEO traffic.
- Email marketing campaigns for up to 1.2 million users.
- Create new SEO content for link acquisition tactics.
- Optimize content on paid search advertising and text ads.
- Website design and app development (with app builders).
- Graphic design and motion graphics development.

Emaús Mora

SEO & Content Creator

emausmora@yahoo.com

Professional Portfolio in print, web, photo & 3D

<https://www.emausmora.com>



Brands I have worked with

- American Express, Citibank, Grupo Banorte, Edenred.
- Trident, Clorets, Halls, Bubbalo, Tang, Oreo, Philadelphia.
- Acciona Parque Reforma, Parks, CBRE, FUNO, Grupo Copri.
- PriceShoes, Zermat International, Mary Kay, Pfizer.
- Adecco Group, Suzuki, AXA, and Mexico's government.
- Many others and Pro-Bono projects.

Education

Bachelor in **graphic design** at, UVM Lomas Verdes, CDMX.

Digital marketing senior degree at, ITESM. Santa Fe, CDMX.

Marketing specialty at, F.C.A., Ciudad Universitaria, U.N.A.M.

& more than **1,200 online training hours** in topics such as web design strategy, data analytics, animation, marketing, SEO, ASO and more.

Software skills:

Adobe Suite: Illustrator, PhotoShop, InDesign, Acrobat, Dreamweaver, After FX, Premiere, Audition, Cinema 4D, RealFlow.

SerpEd, SEMRush, Conductor, Deep Crawl, Google Analytics, Google Ads, Data Studio, Tag Manager, Search Console, Screaming Frog, Ahrefs, Site Bulb, Top Visor & Microsoft Office.

Talks & Trainings for:

Universidad Iberoamericana, Universidad La Salle, Universidad del Valle de México, Universidad Tecnológica de México, Hub Camp México y Congreso nacional de marketing educativo.v



SEO Lead & Web Performance Optimization | October 2020 - present

SEO Strategy responsible for the WPO (web performance optimization) for the Adecco Group brands in NA, Latam, and EMEA (70 countries), focused on traffic generation, rankings, organic acquisition, and content creation for B2B and B2C.

- Keyword research and content analysis.
- Link building strategies for on and off-site tactics.
- Lead acquisition through SEO actions.
- Work with SEO local teams to improve overall website rank.
- Dashboard development for data-driven decisions.
- SEO audit analysis for web performance optimization.



Online Acquisition & Digital Marketing | January 2020 - August 2020

Digital acquisition management over the Member Get Member channel (MGM) aims to attract new cardholders for the different credit products such as green, gold, and platinum credit cards.

- SEO Planning and content optimization.
- Audience generation and drive to web actions.
- Lead generation & online advertising.
- Programmatic SEO and A/B testing.
- Email & mobile marketing for promotional campaigns.
- SEO optimization to improve conversions and increase traffic.



SEO Digital Marketing Manager | Jun. 2016 - Dec. 2019

SEO initiatives for content creation aimed at improving lead acquisition and, profiled traffic for bank credit products. Audit supervision for the brand's commercial landing pages and main Banamex.com portal keeping the pages in the top three positions on the first page of Google search results within their category.

Acquisition of more than 20 thousand credit cards in over two years with organic traffic activities.



Digital Marketing & Web developer | Oct. 2008 - Aug. 2014

Digital strategies for brand building in social networks and content marketing creation in search media and display portals with influencers.

Contract review and agencies prospecting in LATAM markets for digital services with third-party suppliers. Advice to VPs, brand managers, and groupers on how to invest their advertisement budgets in digital channels.



Designer & Web & Art director | Dec. 1999 - Aug. 2008

I started my professional career at Publica Digital, where I spent over eleven years developing print, web, video, and 3D animation projects. Once digital media reached the Mexican market, I started working in this field for consumer good brands, cars, beauty, health, and fashion services, and the Mexican government secretariats in their social communication campaigns.

Throughout those eleven years, I developed myself working on multiple projects as a junior, senior, and master designer until I became the agency's Art director of digital communications with sixteen people in charge.