Cy De la Vega

Austin, TX 78741

Summary |

SEO specialist and copywriter with a background in marketing and international business. My experience includes producing unique, keyword optimized content and ensuring proper function of websites for a wide variety of clients in both English and Spanish. This includes a background laden with experience in SEO optimization through the use of white hat strategies.

Experience |

SEO SPECIALIST
Geek Powered Studios
09.2015 – present

- Developed keyword optimized content in English and Spanish for small to large businesses covering a gamut of legal, medical, home services, and mental health
- Managed 60+ clients and catered services to ensure that their websites provide an accurate representation of their services for visitors
- Spearheaded unique bilingual strategies to help enhance the visibility of businesses that cater to Hispanic clients organically
- Developed websites from concept to completion and directed layout of content, appearance, and wording to best fit their business voice
- Maintained health of client's sites by performing regular site audits and regularly monitoring mentions on Google to ensure accuracy
- Performed regular keyword optimization by identifying low ranking content and re-optimizing to ensure visibility on SERPs
- Developed standards for use with multilingual websites to ensure proper indexation
- Single-handedly developed a site audit process for use throughout SEO department which covers digital presence on SERPs and proper settings within Wordpress

UNDERWRITER
Fred Loya Insurance
10.2012 - 07.2015

- Led a team working on finances while working in tandem with 4 other departments
- Processed an average of $20,000 in payments daily to system through reports and checks received

Education |

BACHELORS OF BUSINESS
2008 - 2012

Marketing and International Business
University of Texas at El Paso

Skills |

LANGUAGES
CERTIFICATIONS
SEO TOOLS

Fluent written/spoken in English and Spanish, working knowledge in Japanese
Google Analytics, Link Research Tools
SEMRush, Ahrefs, Link Research Tools, Google Analytics, Search Console, Google My Business, Raven Tools, Callrail