



## Luis Miguel Hernández Hernández

SEO Specialist | Technical & Content SEO for Fintech & Growth Teams

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### Professional Summary

Data-driven SEO Specialist with 13+ years of experience driving organic growth for e-commerce, fintech, SaaS, and B2B brands. Expert in technical SEO, content optimization, and link-building strategies that enhance visibility, engagement, and conversions. Skilled in Shopify SEO, structured data implementation, crawl budget optimization, and Core Web Vitals improvement. Proficient with GA4, GSC, Ahrefs, SEMrush, and Screaming Frog, leveraging analytics to inform SEO roadmaps and business decisions. Collaborative mindset with cross-functional teams (content, UX, dev, product) to deliver scalable, high-performing websites.

Complementing my SEO expertise, I bring 7+ years of hands-on experience as a Web Developer (HTML, CSS, JavaScript, PHP, Python) with proficiency in CMS platforms including WordPress, Webflow, and Drupal. I have successfully led multilingual SEO strategies, large-scale site migrations, and content experimentation initiatives to increase visibility, engagement, and conversion rates.

Strategically minded and growth-oriented, I collaborate cross-functionally with product, UX/UI, and content teams to deliver scalable digital solutions. Experienced in A/B testing, marketing automation, and CMS management, I aim to create seamless user journeys, optimize seller-facing web properties, and contribute to data-driven growth initiatives for organizations in technology, healthcare, and e-commerce sectors.

### Key Skills:

- **SEO & Analytics:** GA4, Google Search Console, Semrush, Ahrefs, Screaming Frog, Looker Studio, Moz, Google Tag Manager, Power BI.
- **Web Development:** HTML, CSS, JavaScript, PHP, Python, Django, Vue.js, WordPress, Webflow, Drupal, MySQL, SQL Server, MySQL, SharePoints, Prestashop, WooCommerce, Shopify, Magento.
- **Email & Automation:** Mailchimp, Zapier, HubSpot, Salesforce, Active Campaign, RD Station.
- **Design & UX:** Adobe Photoshop, Illustrator, Premiere, After Effects, Figma, Canva

## **MCM Digital Marketing Webmaster**

*IQVIA Mexico – Hybrid | Aug 2025 – Present*

- Managed and optimized SharePoint websites to support multichannel marketing initiatives.
- Implemented UX/UI improvements and optimized digital journeys focused on conversion.
- Collaborated with marketing teams and stakeholders to ensure alignment with business goals.
- Supported email marketing campaigns in Salesforce Marketing Cloud, ensuring proper segmentation and execution.
- Designed and proposed Power BI dashboards for campaign performance analysis and reporting.
- Identified bottlenecks in landing pages and customer journeys, providing strategic solutions to enhance efficiency.

## **SEO Specialist**

*Kueski – Remote | August 2024 – March 2025*

- Led the organic acquisition strategy across branded, informational, and transactional search intent for Kueski Pay and Kueski Cash.
- Owned the end-to-end SEO process, including keyword research, funnel segmentation (ToFu, MoFu, BoFu), content briefs, and performance monitoring.
- Executed technical audits using Screaming Frog and Search Console; optimized canonical tags, redirects, URL structures, and internal linking.
- Defined complementary paid search opportunities through SEO–SEM integration.
- Created A/B testing scenarios on metadata and content blocks to improve CTR and engagement.
- Produced dashboards and reports using GA4, Looker Studio, Ahrefs, and Semrush for data-driven decision-making at C-level.
- Collaborated cross-functionally with product, UX/UI, and content teams to enhance user experience and improve conversion paths.
- Initiated ASO enhancements for mobile apps and optimized YouTube content for brand visibility.
- +35% growth in organic sessions QoQ.
- Reduced crawl errors by 40%.
- Improved CTR +15% through metadata testing.
- Led SEO growth strategy at Kueski, increasing visibility for fintech products.
- Built dashboards connecting SEO KPIs with business outcomes.

## **Technical SEO & SEM Specialist**

*Universidad Humanitas – Mexico City | May 2024 – August 2024*

- Owned technical SEO strategy for Vue.js and Django-based platforms previously unindexed by Google.
- Diagnosed and resolved indexing/crawling issues through structured analysis and semantic HTML implementation.

- Enabled server-side rendering (SSR) and applied web performance optimizations (WPO) to improve Core Web Vitals.
- Designed and tested custom Open Graph tags and structured metadata to increase visibility across platforms.
- Planned and led the blog migration to WordPress, ensuring SEO continuity through redirects and URL mapping.
- Implemented A/B testing on metadata variants to analyze their impact on ranking and CTR.
- Developed custom tracking tags and events in Google Tag Manager using advanced JavaScript.
- Improved Core Web Vitals and indexing of large-scale websites (Vue.js & Django).

### **Freelance Consultant in SEO, Web Development & Marketing Automation**

*Self-employed | October 2023 – May 2024*

- Built SEO-driven websites and landing pages optimized for user acquisition and conversion across consulting and coaching businesses.
- Owned lead generation funnels from form creation to CRM integration using Zapier and Microsoft Dynamics.
- Executed and automated email marketing workflows via Mailchimp and ActiveCampaign to drive engagement.
- Conducted user journey mapping and funnel performance analysis using GA4 and Tag Manager.
- Applied heatmap and behavioral tools (Clarity, Analytics) to optimize UX and page structure.
- Collaborated with designers and developers to enhance page speed and SEO performance metrics.

### **Sr. Web Developer / Custom Software Engineering Analyst**

*Accenture – Remote | March 2022 – September 2023*

- Delivered enterprise-grade frontend solutions using WordPress VIP, Drupal 9, Twig, and SASS in Agile Scrum teams.
- I acted as Technical Owner for website components involving data layers, performance testing, and accessibility compliance.
- Led QA efforts and A/B testing for marketing pages to evaluate content and layout performance.
- Coordinated workflows between analytics, dev, and product stakeholders to ensure data accuracy across platforms.
- Contributed to the build and optimization of digital products from UX wireframes to final deployment.

### **Web Designer & Marketing Technologist**

*Intelisis – Mexico City | March 2020 – March 2022*

- Owned and optimized the corporate website for SEO, usability, and content structure based on business goals.
- Managed full-cycle content production, from ideation to publishing, aligned with brand and performance KPIs.

- Led integration of Google Ads, CRM tools, and conversion tracking on landing pages and forms.
- Launched email campaigns and newsletters with performance testing to identify the best timing and subject line strategies.
- Maintained technical documentation and provided stakeholder training for backend editors.

### **Webmaster / Technical SEO Assistant**

*IBERO – Mexico City | December 2019 – March 2020*

- Supported sitewide SEO and accessibility improvements on Drupal and WordPress-based institutional portals.
- Conducted metadata standardization, heading hierarchy optimization, and performance testing.
- Managed module updates, server deployments, and error monitoring using GNU/Linux command-line tools.
- Advised communication and IT teams on publishing best practices and technical integrity.

### **B2B eCommerce Webmaster & SEO Lead**

*Dominion Industrial – Mexico | May 2016 – November 2019*

- Led the development of a B2B eCommerce website built on PrestaShop, integrated with SAP Business One.
- Owned email automation with Mailchimp for transactional and behavioral segmentation.
- Designed and optimized landing pages for lead generation and sales enablement.
- Managed SEM and Meta Ads campaigns using performance KPIs and retargeting strategies.
- Conducted ongoing SEO audits to improve crawlability and ranking of product pages.

### **Digital Marketing Executive**

*Calfer de México | January 2016 – May 2016*

- Redesigned the institutional WordPress website to improve UX, mobile performance, and SEO indexing.
- Developed campaigns across social media and email to support product visibility and lead capture.
- Implemented basic A/B testing on subject lines and landing pages for performance refinement.
- Produced marketing assets (print and digital) for events and commercial initiatives.

### **Community Manager**

*Creadores de Éxitos | April 2015 – January 2016*

- Built and optimized Facebook Ads campaigns, driving webinar registrations and community engagement.
- Created landing pages and tracked conversions through integrated forms and UTMs.

- Applied storytelling and content SEO to improve visibility and retention across channels.
- Reported on content KPIs and implemented feedback loops for continuous improvement.

### **Marketing Assistant**

*Dominion Industrial | October 2012 – January 2015*

- Designed sales presentations, technical sheets, and product marketing materials.
- Maintained CRM records and supported B2B email marketing efforts.
- Coordinated logistics and branding for expos and industrial trade events.
- Collected and structured product data for online catalogs and digital sales platforms.
- Assisted in updating the institutional website with optimized product content.

### **Languages**

- Spanish: Native
- English: Upper Intermediate (B2)