**Asael Urbano**

Mobile (+52) 55.86.88.61.32 [asa@asaelurbano.com](mailto:asa@asaelurbano.com)

<http://www.linkedin.com/in/asael-urbano> asaelurbano.com

**SEO Director/Head of SEO/Sr. SEO Manager**

**SUMMARY**

**Multidisciplinary SEO professional with over 11 years of experience**, creating, executing, managing and automating successful SEO strategies and processes for B2C and B2B companies in the US and LATAM. Extensive experience leading world-class multidisciplinary teams of up to 10 direct reports and working as an in-house expert, agency consultant, and independent consultant. Proven track record in orchestrating and implementing SEO programs and SEO lead acquisition campaigns at every stage of the marketing funnel that has created exponential traffic growth, such as 2x, 3x, and even 5x growth over periods of time no longer than one year.

Keen understanding of large SEO budgets ranging from $300K to $1 million per year and its allocation across various marketing and product lead SEO initiatives to accelerate organic growth that has contributed millions of dollars in sales and revenue for brands ranging from local and regional tech startups, to fintech Unicorns, hypergrowth companies, and enterprise mammoths in diverse sectors such as finance, education, health, government, consumer goods, security (businesses, federal, educational), SaaS, technology, heavy machinery, fashion, law, real estate, and manufacturing.

**PROFESSIONAL EXPERIENCE**

[**COURSERA**](https://www.coursera.org/)**, MOUNTAIN VIEW, CA**  **07/2022 – Present**

*Massive open online education platform founded by former Stanford University computer science professors. We partner with top universities & organizations across the world to offer degrees, online courses & in demand skill-based certifications in subjects from project management to advanced machine learning.*

**SR. SEO MANAGER**

Lead and execute Coursera’s SEO strategy for online Degrees and online certificates internationally. Manage and monitor implementation of technical and programmatic SEO strategies across Coursera’s domains and subdomains for Mexico, UK, India, Canada & Australia.

* Lead the implementation of a new, highly scalable AI, programmatic SEO content strategy and its workflow across Coursera's domains. Total produced and published SEO content increased by 350% MoM, from 20 to 90 articles per month, for a total of 270 new SEO articles by the end of Q1, 2022. The implemented strategy resulted in a 35% YoY lift in traffic and a 63% increase over a six-month period. Revenue from SEO also grew 40% compared to the previous year.
* Create and plan the execution of a new SEO localization strategy to be deployed across Coursera's international markets. More than 900k pages have been crawled, scraped, and prioritized based on their value (traffic, conversions & revenue), and will be deployed on a GEO-by-GEO basis with new, fresh, localized content, internal linking, CTAs, images, and URL structure.
* Develop monthly reports for executive teams, including VPs, directors, and senior leadership in commercial, marketing, and product departments. Provided SEO performance dashboards to help visualize and analyze SEO KPIs and measure their ROI on a GEO-by-GEO basis.
* Handle SEO technical performance requirements across domains and subdomains (i.e., log file analysis, broken links, broken pages, site speed, rendering, etc.) and prioritized fixes related to SEO to avoid negative impacts on the site's organic rankings.
* Handled ad hoc requests, created documentation, and assisted management teams and stakeholders with the analysis and ideation of new multichannel marketing strategies locally and internationally.
* Top of Form

[**WARNER BROS. DISCOVERY**](https://wbd.com/our-brands/)**, CORAL GABLES, FL | MEXICO CITY, MX**  **03/2022 – 03/2023**

*Mass media and entertainment conglomerate formed after the merger of Warner Media and Discovery, Inc. Launched in 2022, HBO Max reached 96.1 million subscribers by the end of Q4, with 54.6M subscribers in the US and 41.5M subscribers internationally; and is now part of the company's content portfolio, providing a strong foothold in the streaming market currently available in 61 countries around the world.*

**LEAD SEO FOR HBO MAX LATAM**

Led the multi-lingual, multi-regional international SEO strategy (English, Spanish & Portuguese) for the streaming platform and its execution across all 39 territories in Latin America and Caribbean.

* Led technical, On-site & Off-site SEO improvements for HBOMax.com across LATAM. SEO generated around 34% of total traffic and nearly 40% of net new paid users to the streaming platform in the region by the end of Q1 2023.
* Implemented a robust localized, multi-lingual internal linking strategy targeting high value SEO keywords. This initiative helped improve overall organic visibility and resulted in a 25% increase in organic traffic to top 5 GEOs in the region (Brazil, Mexico, Argentina, Colombia & Chile) from September of 2022 to January of 2023.
* Led and monitored CRO (conversion rate optimization) efforts such as a/b testing in copy, banners, landing page design and CTAs to improve macro (paid subscribers) and micro conversations (email signups and free trials) across HBO Max´s 39 GEOs in LATAM.
* Generated robust SEO reporting and conducted in depth SEO site audits at least once every three months across all properties in LATAM.
* Monitor emerging industry trends and stay up to date of search algorithms, indexing and data modeling updates to provide strategic insight and SEO guidance to managers, directors, and product owners within other GEOs within the company (EMEA, NAMER, Oceania).

[**INTERNATIONAL SEO CONSULTANT**](https://www.asaelurbano.com/)**, REMOTE**  **08/2016 – 03/2023**

*8 Years' experience as independent SEO Advisor and Management Consultant for hypergrowth companies in fintech, edtech, enterprise, and Award-Winning Marketing agencies across LATAM and United States, specializing in end-to-end International SEO Strategies and new product launches.*

**INDEPENDENT SEO ADVISOR**

Implemented custom SEO programs catered to niche specific B2C & B2B businesses. Created, managed, deployed, and led end-to-end content, link building, and technical SEO processes that positively impacted revenue by 25%-100% on time periods no longer than 12 months.

* Managed large SEO budgets (30k per month) and its allocation across different SEO initiatives for both, in-house teams, and third-party agencies.
* Led in-house and third-party cross functional teams of marketing specialists/strategists, web developers, designers, and account managers executing ongoing SEO campaign optimizations and other initiatives tied to organic channels and client´s digital presence overall.
* **Pangea Money Transfer** *(Aug 2022 – Mar 2023)*: Created, implemented, and scaled SEO content and backlinking strategies for the money remittances company that resulted in an 80% organic traffic growth in a 6-month period and 150% growth YoY.
* **Starmark International** *(Aug 2016 – Jan 2023):*  Led SEO efforts for the agency's top international clients who comprised 2% of their portfolio.
* **Clara** *(Jan 2022 – Aug 2022)*: Created and deployed scalable international SEO setup across Mexico, Brazil, Colombia & Argentina.
* **4S Real Estate** *(Mar 2020 - Sep 2020)*: Trained a team of 20 in house marketers on SEO best practices that were later implemented within the agency’s real estate clients across Mexico and Latin America.
* **Nu Bank Mexico** *(Mar 2020 – Dec 2020):* Advised marketing and product teams on organic strategy during the launch of their credit card in Mexico.
* **One Park Financial** *(Aug 2019 – Aug 2020):* Led the bilingual SEO content strategy for the fintech based in Florida and Dominican Republic.
* **Nickelodeon Hotels & Resorts** *(May 2018 – Mar 2020):* Led SEO content strategy for the newly launched resort websites in Riviera Maya and Dominican Republic.

**Consulting Clients:** [Nickelodeon Hotels & Resorts](https://www.nickresorts.com/)**,** [Nu Bank](https://nu.com.mx/), [Clara](https://www.clara.com/), [Starmark International](https://www.starmark.com/), [4S Real Estate](https://4srealestate.com/es/), [Pangea Money Transfer](https://pangeamoneytransfer.com/), [One Park Fin](https://www.oneparkfinancial.com/).

[**CLIP**](https://clip.mx/)**, MEXICO CITY, MX**  **03/2021 – 08/2022**

*Mexico's leading mobile payments and financial services ecosystem, promoting financial inclusion through innovative technological solutions. As of June 2021, Clip became the third startup to achieve unicorn status and the first payments unicorn in Mexico, with a valuation of $2.2 billion dollars.*

**HEAD OF SEO & INBOUND**

Led and scaled Clip´s SEO program across all business verticals; credit card readers, point of sale systems, card not present and e-commerce. Built and managed SEO department and initiatives; from commercial strategy in online organic channels to headcount & hiring. Reported directly to the company’s CMO and lead a team of six direct reports and five agency partners.

* Generated $5M USD in annual ecommerce sales during 2021 directly attributed to SEO and implemented organic efforts by the SEO Team.
* Increased total ecommerce sales attributed to SEO by 25% during the first half of 2022 vs same period previous year.
* Scaled Clip´s SEO content strategy by 125% during H1 of 2022 vs previous period. Blog production increased from 20 published blog posts per month to 50 published blog post per month by the end of March 2022.
* Managed and scaled link building efforts (guest posting strategy, tiered link building and other non-paid link building strategies) for Clip.mx. Site’s DR increased from 56 to 63 over a 16-month period.
* Created step by step SEO documentation and best practice guides for internal and external use targeting, managers, directors & C-suite executives.

**[CAMINO FINANCIAL](https://www.caminofinancial.com/), LOS ANGELES, CA | MEXICO CITY, MX**  **03/2020 – 03/2021**

*Online lender that provides small business loans with flexible repayment terms. Focused on underserved communities, they also offer business credit reporting, financial education, and consulting services to help unbanked demographics access financial resources.*

**SEO & LINKBUILDING MANAGER**

Managed SEO department and program for LA-based fintech, overseeing technical, on-site, and off-site SEO tactics that drove 86% of site traffic (200K+ avg. visits/month) that generated 40% of monthly revenue by the end of 2020.

* Lead and overseeing the performance of the SEO team, including 2 SEO Specialists, 3 SEO Editors, 2 SEO Outreachers, and 2 SEO interns.
* Implemented onsite SEO tactics during Q2 and Q3 of 2020 resulting in a 56% increase in total organic conversions compared to the previous six months, and a 178% increase compared to the same period the previous year.
* Executed off-site SEO tactics resulting in a 32% increase in organic traffic to the site, from 404,054 in Q2 of 2020 to 539,855 users by the end of Q3 of 2020.
* Lead the creation and implementation of a new guest post and outreach workflow. After the workflow was rolled out, we increased from 15 avg. guest post per month to 75 by end of September 2020.
* Developed monthly reporting and dashboards for the executive team (CEO, COO, CMO & CFO) to help them visualize and analyze monthly organic KPI performance and measure ROI of the SEO program.

[**INTUIT QUICKBOOKS**](https://quickbooks.intuit.com/global/)**, MOUNTAIN VIEW, CA | MEXICO CITY, MX**  **03/2018 – 03/2020**

*Used by small and medium-sized businesses to manage financial operations like invoicing, billing, payroll, and inventory tracking, QuickBooks by Intuit is one of the most widely used accounting software globally, currently available in more than 180 countries.*

**SEO & CONTENT MANAGER FOR QUICKBOOKS MEXICO**

Lead planned and executed content initiatives across organic channels including, but not limited to, Search (Google, Bing, Yahoo), e-mail Marketing and social.

* Responsible on performance of QuickBooks Mexico and its SEO Program. (National and Local). Organic used to the second largest digital channel with the best conversation rate across digital channels in the company.
* Created strategies to improve QBO MX's organic rankings through a combination of off-page, on-page, and content factors. Strategies include but are not limited to: Technical SEO recommendations, content strategy (based on keyword research, brand personas and user journeys), and reputation building (links, social and more).
* Identify industry trends and insights to optimize lead acquisition channels and conversion rate on existing channels (organic and non-organic).
* Plan, execute, and measure customer acquisition tests, including end-to-end conversion path tests.
* Search, analyze and propose new marketing channels that sustain QuickBooks’s aggressive growth. Oversee the implementation of marketing strategies on these new channels.

[**CORU**](https://coru.com/)**, MEXICO CITY, MX**  **07/2018 – 07/2019**

*Coru is the leading B2C platform to compare financial products online in Mexico. Originally launched as ComparaGuru, the platform is specialized in paring and comparing the ideal credit card, personal loan or car insurance based on an individual unique credit profile and history.*

**LEAD SEO & DIGITAL PROJECT MANAGER**

Coordinate multiple cross functional teams as the Company’s lead SEO & SCRUM Master. Main liaison between, IT, Design, UX and Marketing.

* Responsible for the performance of coru.com and its SEO program, both nationally and locally. Organic was the second-largest digital channel with the highest conversion rate across all digital channels in the company.
* Planned and executed major web initiatives, marketing strategies, and product improvements across the organization. As the lead project manager, led sprint planning and prioritization of tasks across departments and stakeholders, ensuring alignment with organizational goals and monthly KPIs.
* Lead the planning and execution (project manager) of major new web initiatives, marketing strategies and overall product improvements across the organization.
* Responsible of orchestrating omnichannel campaigns from concept through deployment organizing development teams, design teams and marketing teams.
* Identify industry trends and insights to optimize lead acquisition channels and conversion rate on existing channels (organic and non-organic).

[**MOD OP**](https://www.modop.com/)**, BRICKELL, FL | LOS ANGELES, CA | NEW YORK, NY | PANAMA CITY, PA**  **09/2016 – 12/2017**

*Full-service creative agency with offices in MIA, NY, LA, KC, PO & Panama. Mod Op uses data and innovation to provide expert solutions to clients. With a range of services including branding, advertising, digital marketing, PR, SEO, video production and web development to clients in B2C and B2B markets.*

**TECHNICAL SEO MANAGER**

Created advanced technical SEO strategies and documentation for new and existing agency clients. Delivered SEO audits for large budget prospects for website migration/redesign projects in industries such as government, consumer goods/e-commerce, travel, and entertainment industries.

* Planned and executed the redesign and migration of VISIT FLORIDA's website portal, resulting in a steady 10% MoM increase in SEO traffic and more than 30% YoY increase (6 months vs. previous 6 months' comparison).
* Developed and executed 301 redirect strategy for multiple website migration and redesign projects. Tasks included but were not limited to the creation of new website wireframes, performance metrics/data analysis resulting in 301 mapping according to SEO best practices.
* Conducted audit and content classification, identifying successful SEO content and separating it from underperforming content to determine the best way to approach final SEO redirect strategies and on-page optimization strategies on new websites.
* Led the onsite optimization strategy for the VISITFLORIDA.COM, personally optimizing more than 2K pages with fully optimized titles, descriptions, keywords, H1, H2s, and H3s, as well as keyword density, anchor text quality, and internal linking.

**Managed Accounts:** [VISIT FLORIDA](https://www.visitflorida.com/), [Celebrity Cruises](https://www.celebritycruises.com/), [Nike skateboarding](https://www.nikesb.com/), [EA Sports](https://www.ea.com/sports).

[**ADT SECURITY**](https://www.adt.com/)**, BOCA RATON, FL**  **11/2015 – 10/2016**

*Florida-based company and one of the largest providers of home and business security solutions in the world. The company has presence in over 18 countries and has been providing home and business security systems and monitoring services for nearly 150 years.*

**LEAD SEO & UX STRATEGIST**

Lead ADT’s direct-to-consumer (B2C) and re-sellers’ SEO programs. Lead and executed all SEO initiatives and strategies across company’s corporate website and all its local microsites in the United States, Hawaii, and Puerto Rico.

* Lead the creation and execution of ongoing SEO efforts such as: keywords research, competitive analysis, site crawls, site’s health monitoring, ongoing content optimization, sitemap monitoring and optimization, web site audits, and other technical optimizations for adt.com.
* Lead ADT’s Local SEO program consisting of in approximately 1,300 hyperlocal pages which need to be continuously monitored & tested for periodical improvement in local markets.
* Created business cases, marketing briefs and step by step SEO documentation for business unit managers & high-level executives inside the organization, such as VP of Corporate Marketing and VP of Marketing Innovation.
* Assisted in the optimization of marketing campaigns across business units. Optimizations include site design optimization, conversion optimization, on site optimization and other SEO tactics to increase overall value and effectiveness of these campaigns.

[**JOHNSON CONTROLS**](https://www.johnsoncontrols.com/)**, BOCA RATON, FL**  **04/2014 – 10/2015**

*A global leader in building automation and energy efficiency products. This company founded in 1885 is now operating in more than 150 countries and is specialized in building automation: security, fire and safety, heating, ventilation, air conditioning and HVACR solutions for enterprise businesses.*

**SEO STRATEGIST**

Assisted in the development, execution, and management of B2B demand generation & marketing automation campaigns targeting enterprise, mid-market, and small business prospects to generate net new MQLs for the security services company.

* Analyzed first & third-party data such as traffic, interactions, conversions, and other data to find areas of improvement for the corporate website.
* Served as a liaison between marketing and IT departments in day-to-day tasks such as website optimization, Q&A Tasks, error identification and it´s prioritization to improve overall performance for company's main web property.
* Partnered with Sr. leadership and 3rd party agencies to execute a variety of lead generation programs targeting different stages of the marketing funnel with the creation, design, planning and implementation of SEO, online advertising, and social media campaigns.
* Managed the creation and implementation of an updated SEO strategy that increased organic traffic by 39% in a 3-month period and about 27% in a six-month period.
* Assisted in the creation and deployment of new content assets such as landing pages, email templates and creatives that supported new and existing digital demand generation programs.

[**OPTIMUM7**](https://www.optimum7.com/)**, CORAL GABLES, FL**  **04/2012 – 03/2014**

*Optimum7 is a full-service digital marketing agency specialized in helping businesses increase their online visibility through services, including web design & development, eCommerce solutions, search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and more.*

**SEO & MARKETING SPECIALIST**

Executed and monitored marketing and custom SEO & SEM strategies for local and international clients in a variety of industries such as Medical, Fashion, Law, Machinery and Construction.

* Conducted keyword research and competitive analysis for new and existing SEO campaigns using SEM and SEO Tools
* Created, implemented, and monitored SEO, PPC and Reputation Management campaigns for new and existing clients.
* Optimized client’s paid search campaigns to improve ROI using bid strategies, ad text optimization, AB testing and quality score optimization.
* Tracked the effects of client SEO campaigns using Google Analytics and used data to implement changes to maximize conversions.
* Consulted clients on technical SEO such as URL rewrites and redirects, dynamic meta tag creation, and SEO friendly site design.

**Managed Accounts:** [Dior LATAM](https://www.dior.com/es_sam), [Florida International University](https://www.fiu.edu/) (FIU), [Florida National University](https://www.fnu.edu/) (FNU).

**EDUCATION & ACADEMIC BACKGROUND**

|  |  |
| --- | --- |
| **FLORIDA INTERNATIONAL UNIVERSITY - FIU (Miami, Florida)**  Bachelor of Business Administration (BBA degree) – **Triple Major: Marketing, International Business & Business Administration/Management** | **2010 – 2012** |
| **BROWARD COLLEGE (Fort Lauderdale, Florida)** |  |
| associate's degree (AA degree) in **marketing management** | **2007 – 2010** |

|  |
| --- |
| **TECHNOLOGIES AND SEO TOOLS** |

**SEO Tools:** ahrefs. SEMrush, MOZ, Majestic, SheerSEO, BrightEdge, RioSEO, ContentKing, SpyFu, Ubersuggest & Quattr

**CMS Systems**: WordPress, AEM (Adobe Experience Manager), Websphere by IBM, Volusion, Shopify, Wix, Squarespace.

**Analytics Tools**: Google Analytics, Google Se Adobe Site Catalyst

**Google tools/Products:**Google Optimize, Google AdWords, Google Search Console, Google Tag Manager, Google my Business.

**Marketing Automation:** Oracle Eloqua, Marketo, HubSpot, Salesforce & SendinBlue

**Project Management (Scrum):** Trello, JIRA, Target Process, Asana, Microsoft Project, Basecamp.

**CRM Systems:** BuzzStream, Salesforce, Zendesk, Siebel on Demand (Compass).

**Basic Coding:** Basic HTML for best practices in digital marketing (page tagging, SEO metadata, Schema Markup for SEO, etc.)

**Reporting:** Klipfolio, Google Data Studio/Looker

**LANGUAGES & OTHER SKILLS**

**Languages:** Spanish and English (Bilingual) – **NATIVE LEVEL**

French (Beginner)

[**Certifications**](https://skillshop.credential.net/profile/asarbano/wallet#gs.y8phnc)**:** GA4**,** Google Ads Search, Google Ads Display, Google Shopping Ads, Google Ads Apps, Google AI-Powered Performance Ads

**ChatGPT:** Prompts to automate & accelerate SEO tasks such as meta data generation, keyword research, content creation, content, email outreach.

**Sales:** 10+ years in sales experience in B2B and B2C companies.