

Cristobal Varela

SEO Manager

Over 17 years of experience in SEO Manager and Strategist

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Executive Summary

Cristobal Varela is a highly skilled SEO expert with extensive experience in all aspects of search engine optimization. Specializing in website architecture, link management, and data analysis, Cristobal leverages advanced tools like Excel, SQL, SEMrush, ScreamingFrog, Google Search Console, and Google Analytics to drive SEO strategy and performance. His proficiency in crafting SEO-friendly URL structures enhances visibility, while his expertise in security, including SSL implementation and HTTP to HTTPS transitions, ensures that websites are both secure and compliant.

Cristobal's technical prowess extends to HSTS enablement, character encoding, and UTF-8 encoding, ensuring flawless display and improved user experiences. They excel in language defining and hreflang implementation, critical for managing multilingual websites and delivering content accurately to diverse audiences.

In content and indexing, Cristobal applies canonical tags to prevent duplicate content and consolidate link equity, while strategically utilizing sitemaps and robots.txt files to guide search engine crawlers efficiently. Mastery of X-Robots-Tag HTTP headers, noindex, and nofollow tags ensures optimal control over which pages are indexed and followed. Cristobal also optimizes Schema Markup, helping search engines better understand and present website content.

Performance optimization is another cornerstone of Cristobal's expertise. From leveraging caching mechanisms, GZIP compression, JavaScript and CSS minification, and image optimization to integrating content delivery networks (CDNs), they ensure fast, seamless website performance. Additionally, Cristobal focuses on page speed optimization and guarantees mobile-friendliness through the use of viewport tags.

Cristobal also specializes in EXIF and IPTC metadata optimization, ensuring that images are properly indexed and accessible. When it comes to error handling, he creates custom error pages and manage 400, 500, and 300 redirects, ensuring smooth navigation for both users and search engines.

This comprehensive skill set positions Cristobal Varela as a top-tier SEO expert, capable of transforming websites into high-performing, search-optimized platforms that rank and perform effectively across search engines.

[Kindly find my SEO Portfolio here.](#)

Authorized to work in the US for any employer.

Work Experience

Senior SEO Strategist

Bonneville International - April 2022 to Present

Gilbert, AZ (Remote)

- Oversaw SEO for a portfolio of one TV news website, five sports news websites, and three general news websites.
- Achieved a remarkable increase in SEO technical scores, elevating website performance and health scores from low 60 to over 92 across nine websites, each of which ranged from 200,000 to 700,000 web pages.
- Drove substantial organic visibility growth, expanding impressions from 400,000 to over 20 million.
- Conducted extensive training for over 130 content writers, equipping them with SEO best practices to enhance article organic visibility.
- Developed an AI application that streamlined on-page elements for news articles, reducing SERP information creation time by 83% while optimizing for organic visibility and clicks.
- Created a comprehensive database of keywords for different markets, enabling content writers to access search terms and generate content ideas efficiently.
- Leveraged Looker Studio to craft a tracking tool for content writers to monitor keyword performance and article URL rankings.
- Designed a custom Schema markup to streamline recognition by Google News and Google Search, reducing redundancy compared to the "Yoast Pro" version.
- Revamped H tag structures across websites to prioritize article headlines and sub-headlines.
- Enhanced Google Business Profiles for radio stations, music stations, and the TV station to boost organic rankings for associated websites.
- Assisted web developers in identifying crucial missing elements for SEO, including robots.txt directives, caching, sitemap structures, and canonical tags.
- Proposed and implemented user-friendly URL structure changes across all websites for improved user experience and SEO optimization.

SEO Manager

Moderna Therapeutics - May 2022 to September 2023

Gilbert, AZ (Remote)

- Established the SEO department from inception, including developing SEO processes, cross-functional collaboration methods, and comprehensive SEO best practices documentation.
- Built a high-performing team by hiring an SEO team coordinator, two SEO technical analysts, and an SEO content analyst to support the program's objectives.
- Collaborated with 7 external agencies spanning content creators, web developers, and marketing experts to ensure holistic SEO strategy execution.
- Orchestrated the management of over 50 individuals, guaranteeing the correct implementation

of SEO best practices across the organization.

- Conducted training sessions for over 30 web developers, imparting SEO best practices and expertise in core elements such as sitemaps, robots.txt, hreflangs, canonical URLs, security protocols, and more.
- Provided guidance to 8 content writers to align their content creation with SEO best practices.
- Conducted comprehensive audits of 43 pharmaceutical websites, identifying and addressing over 8000 SEO issues.
- Designed a streamlined process for the automatic generation of Jira Tickets for SEO issues, including necessary information for issue resolution and assignment.
- Optimized the sitemap structure of multi-language websites, enhancing issue identification through Google Search Console.
- Managed and established property profiles on Google Search Console and Bing Webmaster Tools.
- Significantly improved website performance, elevating scores from low 20s to high 80s.
- Developed custom medical Schema markup for 3 websites.
- Implemented robots.txt directives to prevent the crawling of pages with dynamic parameters, mitigating the risk of duplicate content issues.
- Strategically utilized hreflang tags to guide users from different countries to their appropriate language and regional settings based on their browser preferences.

Senior SEO Consultant

Virtusa - October 2021 to April 2022

Gilbert, AZ (Remote)

- Spearheaded an SEO roadmap that increased organic traffic by 12% within the first 3 months, improving overall visibility for key landing pages.
- Identified and resolved 861 technical SEO issues, including crawl errors and duplicate content, leading to a 96% increase in pages indexed by Google.
- Conducted a content audit, repurposing cannibalized pages and enhancing top pages, improving average keyword rankings from 18.3 to 4.1 in 6 months.
- Repurposed cannibalized pages to close the keyword gap, resulting in 16 new high-traffic keywords ranking at an average position of 6.7.
- Optimized on-page elements (HTML tags, meta descriptions, headings) across 52 pages, leading to a 32% improvement in click-through rates (CTR) on high-traffic pages.
- Analyzed audience behavior in Google Analytics, reducing the bounce rate from 38% to 26% and increasing the average session duration by 4 minutes with short educational videos.
- Implemented URL optimization techniques that enhanced search engine and user-friendliness, contributing to an increase in organic traffic and improved site navigation.
- Converted images to WebP format, reduced image sizes averages from 300 KB to 60 KB improving site load speed.
- Added EXIF/IPTC metadata to images helping us gain image search visibility increasing the

website traffic by 13%.

- Utilized Google Tag Manager to implement structured data (OpenGraph, JSON-LD), which boosted rich snippet visibility and enhanced search engine comprehension of key pages.
- Improved the website's sitemap.xml by removing 301, 404, and 500 status URLs and applied crawling directives in the robots.txt file leading to 100% discoverability of the website pages.
- Established an internal and external link-building strategy that improved domain authority by 6 points in 8 months contributing to the increase of the overall organic search traffic.
- Designed and executed an SEO-driven YouTube strategy, achieving second place ranking on the first day of posting, leading to an average of 42 new subscribers per month.

SEO Manager / Marketing Consultant

Trotec Solutions - January 2011 to November 2020

Tempe, AZ

- Conducted competitor research to identify valuable keywords for strategic content optimization, resulting in a 27% increase in organic traffic within three months.
- Rewrote website content following best SEO practices, elevating the average search engine ranking from 21.6 to an impressive 4.2.
- Strategically selected and integrated keywords, leading to a remarkable 58% increase in organic traffic within six months.
- Restructured the UX of the website as a comprehensive SEO strategy, effectively increasing user time interaction.
- Optimized H tags structure, metadata, and HTML attributes, enhancing click-through rates by 32% through on-page element optimization.
- Improved website performance scores from 32% mobile/76% desktop to 82% mobile/98% desktop by relocating CSS to external files and minifying JavaScript files, resulting in lower bounce rates.
- Oversaw requirements for SEO enhancements and improvements, ensuring alignment with strategic goals.
- Conducted regular SEO audits and provided monthly reports using SEM Rush, resulting in a 100% site health score.
- Monitored website performance using tools such as Google Search Console and PageSpeed Insights to maintain optimal website functionality and speed, achieving 100% indexability after performance optimization.
- Enhanced website security with SSL Certificates, earning user trust and positively impacting search engine rankings.
- Successfully transitioned from HTTP to HTTPS, improving both site security and search engine rankings.
- Implemented canonical URLs and user-friendly URLs to enhance site structure and SEO-friendliness.
- Deployed tracking solutions such as Google Tag Manager, Google Analytics, and Facebook Pixel to gain valuable insights into user behavior and campaign performance.

SEO/SEM Specialist

InvitationsAZ and Printing, LLC. - June 2015 to August 2020

Mesa, AZ

- Successfully managed Google AdWords campaigns, achieving an impressive 18% return on investment (ROI) and driving sales growth.
- Crafted and executed Facebook Ad campaigns that delivered outstanding results, boasting a remarkable 42% ROI and contributing to increased sales.
- Conducted a comprehensive content audit and fine-tuned it to enhance sales conversions by a substantial 34%.
- Collaborated on the development of a backend system to streamline order processing, significantly improving efficiency.
- Utilized Facebook Marketing to onboard over 180 reseller affiliates, expanding the brand's reach and sales channels.
- Optimized website H-tags through strategic keyword implementation, enhancing signals to Google and improving search engine visibility.
- Implemented image optimization strategies, recognizing its crucial role in the overall SEO strategy, resulting in improved user experiences and search rankings.
- Employed a programmatic approach to optimize on-page elements across the entire website, ensuring better search engine performance.
- Adapted the website for seamless Social Media sharing, increasing content reach and engagement.
- Orchestrated the optimization of 6,000 images in a single day through batch processing, implementing an EXIF/IPTC metadata insertion strategy, and subsequently capturing an impressive 80% market share in Google Image Search.
- Increased productivity by an impressive 91.30%, achieved through the creation of batch processes in Photoshop. This innovation enabled quicker delivery of mock-ups to customers and reduced work time from 35 minutes to an astonishing 23 seconds.

SEO Analyst / Web Developer

Fiestas En Phoenix Magazine - May 2006 to August 2008

Phoenix, AZ

- Established and maintained an online business directory featuring a diverse portfolio of clients for promotional purposes.
- Successfully executed an SEO strategy aimed at engaging new leads for the magazine and expanding the customer base for the magazine's advertisers.
- Orchestrated targeted email marketing campaigns in collaboration with sponsored clients, driving effective promotional efforts.
- Spearheaded the development of a brand-new website, including the integration of a comprehensive business directory.
- Crafted compelling copywriting content for clients' profiles featured on the company's website, enhancing their online presence and visibility.
- Played a pivotal role in the onboarding process for new clients, ensuring a seamless transition

into the company's services.

- Innovatively created an online lead capture form, streamlining lead generation efforts and enhancing customer acquisition.
- Achieved remarkable growth by securing 400 new clients within a span of 2 years, contributing significantly to the company's expansion.
- Significantly elevated website traffic, consistently averaging 150,000 visitors per month, reflecting successful online marketing efforts and enhanced content engagement.

Education

BS in Information Technology Western International University - Phoenix, AZ 2002 to 2003

BS in Information Technology University of Phoenix - Phoenix, AZ 2001 to 2002

Bachelor's in Architecture Universidad de Sonora - Hermosillo, Sonora 1995 to 1998

Skills

- Search Engine Optimization
- Local SEO
- International SEO
- YouTube SEO
- Google Business Profile SEO
- Web Design
- CSS
- HTML5
- WordPress
- SEM
- Adobe Creative Suite
- Microsoft Office 365
- WP Rocket
- Yoast Pro
- RankMath Pro
- SEMrush
- Google Tag Manager
- Google Analytics Certified
- Jira
- Clickup
- Wrike
- Ubersuggest
- Google AdWords
- PageSpeed Insights
- Image SEO Best Practices
- OpenGraph
- Schema Structured Data
- Sitemap.xml
- Google Analytics
- Robots.txt
- Screaming Frog
- Keyword research
- JavaScript
- Power Automate
- Problem Solving
- Digital Marketing
- Content Optimization
- Copywriting
- User Experience (UX)
- User Interface (UI)

Languages

Spanish - Expert

Certifications and Licenses

Google Analytics

January 2021 to January 2022

Google Analytics Individual Qualification on January 28, 2021

Completion ID: 69480091

Expires: January 28, 2022