



CHUCK PEÑALVER

SEO SPECIALIST

I am an Industrial Engineer with a passion for digital marketing. I love the technical SEO, I've helped brands from small to large scale to improve their SEO and support their organic growth towards real business value.

AREAS OF EXPERTISE

✓ Search engine optimization tools: Screaming Frog, Google Search Console, Google Analytics, SEMRush, Ahrefs, KW Finder, Link Affinity, SeoCrawl

✓ CMS: Shopify, WordPress, Bigcommerce, Hubspot, etc

✓ Analytics and Data Visualisation: Google Analytics, Google Tag Manager, Google Data Studio.

✓ Basic Programming skills: HTML, CSS, R, Python, and JavaScript.

JK MOVING - VIRGINIA - SEO MANAGER

DECEMBER 2022 -ACTUALLY

- Create, develop, and follow the local strategy of the brand, which has a presence in more than 20 cities and more than 200 employees throughout the USA.
- Analysis of competition and companies in the sector to know and implement strategies that can work for the website, both in technical SEO, popularity, content production, and structured data.
- Technical audits and optimizations, keyword research, ranking strategies, content development and management, competitive market analysis, create structured data and backlinks.
- SEO reporting, data, and measurement. Regular updates on keyword performance and growth, backlink/outreach performance, optimized page performance and rankings.

VAPERANGER - NEW YORK - SEO MANAGER

APRIL 2022 -DECEMBER 2022

- Plan, develop, implement, and manage SEO strategy in 3 sites, vaperanger.com, ejuicedb.com, and hemmfy.com
- Regularly perform thorough keywords research
- Identify key SEO KPIs

Contact



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Colombia, Medellin
Antioquia. No
problem to move to
another place



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Memberships

python data
analysis seo

<https://www.skool.com/python-data-analyst-seo-7495/about>

- Prepare and present reports regularly in ppt or data studio
- Identify their buyer persona to better target identified audiences
- Identify problems and deficiencies and implement solutions in a timely manner
- Plan, implement, manage, monitor, and upgrade the company website
- Respond to and troubleshoot all website issues
- Conduct content audits to eliminate redundant and/or duplicate information

TRIARIO - MEDELLÍN COLOMBIA - SEO SPECIALIST

OCT. DE 2018 - ACTUALITY

- Analysis, SEO optimization, and implementation of improvements in Triarios' clients.
- -Audits and SEO reviews OnPage and OffPage.
- -Web architecture and internal linking optimization, tracking keywords, HTML headers, and structured data for rich snippet generation.
- Comprehensive reporting in Data Studio for tracking and achieving strategic objectives.

AGENCIA OCTOPUS - CANCUN MEXICO - SEO

MARCH DEL 2017 - OCTOBER 2018

Analysis, optimization, and monitoring of accounts in Mexico and USA

- Technical audits and SEO diagnostics on the page and off-page
- Keyword search for metadata and content optimization.
- Successful execution of link-building campaigns.
- Data reporting in Google data studio

INCRETA AGENCY - BOGOTA (COL) Y VALENCIA (ES) - CONSULTANT SEO Y SEM

SEPTEMBER DEL 2016 - MARCH 2017

- Analysis, optimization and monitoring of accounts in Latin America and Spain
- Technical audits and SEO diagnostics on page and off page
- Keyword search for metadata and content optimization.
- Successful execution of linkbuilding campaigns.

WEBCREATIVE AGENCY - MEDELLIN - CONSULTANT SEO AND SEM

FEBRARY 2014 - MARCH 2016

Digital media campaign planning (Google Ads, FB, IG LinkedIn, Twitter, etc)

Implementation of the campaigns in the different platforms.

Constant measurement.

Optimization of ads, creativities, locations, etc.

Assembly and presentation of reports.

AGENCY HIBU - MEDELLIN - SEO SPECILIST.

SEPTEMBER DEL 2012 - FEBRARY 2014

Optimize websites at the level of SEO Onpage of countries like Argentina,Spain,Peru and Colombia.

- Perform linkbuilding campaigns.

Interview

https://www.youtube.com/watch?v=-_qInlvfjDw&t=8s&ab_channel=TOPSEO

https://www.youtube.com/watch?v=Q0d1LMRGO9c&ab_channel=LosCreativosMarketingySEO

Certification

<https://chuckpenalver.com/certificaciones/certificaciones-de-semrush/>

E D U C A T I O N

UNIVERSIDAD SAN BUENAVENTURA

ENERO 2007 - JUNIO 2011

- Industrial Engineer