Paul Silva

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SUMMARY

Google Ads and Hubspot Certified with proficient skills and experience on and off page SEO, SERP competition analysis, lead generation, analytics, landing page optimization, and creative work. Out-of-the-box problem solver, capable of meeting deadlines under pressure. Detail oriented with exceptional communication skills (verbal/written).

EXPERIENCE

Digital Strategist   **Apr 2022 – Present**
Freelance, Los Angeles, CA

- On Site SEO Analysis of sites, checking for proper Title and H1 Tags, Meta Descriptions, Content and Keyword Density, Alt Image Text, & Response Codes
- Used SEMRush, ahrefs, and Moz to research competitors link profiles and organic SERP presence
- Used SEMRush & ahrefs to do SERP competition research, find long tail keywords, and brainstorm lateral keywords.
- Spoke to clients to understand their challenges, goals, unique selling proposition, market position, manage expectations and create custom strategy.
- Built out new keyword focused content based on research, and optimized existing content to be keyword focused.
- Used Screaming Frog software to perform in depth technical analysis of client websites, ensuring optimization of Title Tags, Images, and Site Structure.
- Built SEO Optimized Wordpress Websites
- Used Analytics to assess visitor data - decreased bounce rate and increased time on page through on site changes.
- Applied Schema Markups to Websites for Enhanced Search Results
- Built quality links through outreach and guest posting on high DA sites.
- Advised clients on landing page and funnel optimization, content creation, link building strategies, and email marketing strategies.
- [Sample SEO Strategy available via this Google Drive Link](#)

SEO Associate   **Sept 2021 – April 2022**
Aim Squad, Los Angeles, CA

- Conduct in-depth keyword research and analysis to identify opportunities for improving search engine rankings and enhancing paid ad performance.
- Collaborated closely with content and web development teams to ensure SEO best practices are consistently implemented.
- Build custom SEO reports using Google Analytic, SEM Rush, Google Search Console and ahrefs.

Grateful for the opportunity to work alongside a team of self-starters individuals. Who also taught me a great deal about managing digital ads.

EDUCATION

Mount San Antonio College, Walnut, CA   **May 2010**
Communications

SOFTWARE & SKILLS

SEMRush, ahrefs, Moz, Surfer SEO, Screaming Frog, Hubspot, Google Search Console, Google Analytics, Wordpress, Microsoft Office Suite (Word, Excel, Outlook), Google Sheets