

Contact

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(LinkedIn)
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(Portfolio)

Top Skills

Project Management
Data Analysis
Looker (Software)

Languages

English (Full Professional)
Español (Native or Bilingual)

Rus Madrigal

SEO Media Delivery Associate Director
San Jose, Costa Rica

Summary

Since 2009 involved in different areas of SEO (Analytics, On-page and code) last 6 years ago I dedicate myself mainly to work the technical part of SEO, since it is the one I like the most, I am also a ReactJS Front End developer.

Experience

Publicis Groupe

1 year 11 months

SEO Media Delivery Associate Director

December 2023 - Present (1 year 1 month)

Costa Rica

As a Media Delivery Associate Director, I specialize in orchestrating the seamless SEO optimization to reach and engage target audiences effectively.

Associate SEO Director

February 2023 - December 2023 (11 months)

San Jose, Costa Rica

Working with a world-class SEO team. In charge of the operational and strategic part of SEO, working with highly recognized brands worldwide.

Advison Development

1 year 6 months

Technical SEO Manager

May 2022 - October 2022 (6 months)

Costa Rica

Solve problems related to technical SEO, currently working with PHP and JavaScript based technology stacks. Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.

Senior Technical SEO

May 2021 - May 2022 (1 year 1 month)

Santa Ana, San Jose, Costa Rica

In charge of Technical SEO.

The Strategic Group
Senior Technical SEO
May 2020 - April 2021 (1 year)
San José, Costa Rica

Page speed monitoring and improvement
Code improvement and optimization (PHP and ReactJS)
On-page optimization (metadata, internal links, etc.)
Implementation, improvement and maintenance of Schema Markup
Sitemaps.xml and .zip structure optimization

The highlight of this work experience was getting one of the brand's websites out of an algorithmic penalty generated by a bad quality link purchase.

Tripadvisor
Senior Technical SEO
February 2018 - April 2020 (2 years 3 months)
Remote

Code improvement and optimization (PHP)
On-page optimization (metadata, internal links, etc.)
Improved web rendering
Implementation, improvement and maintenance of Schema Markup
Sitemaps.xml and .zip structure optimization

SBR NetMarketing and Consulting S.A
Mid SEO & Web Analytics
February 2016 - February 2018 (2 years 1 month)
Santa Ana, Costa Rica

Code improvement and optimization (PHP)
Migration of old site to ReactJS
On-page optimization (metadata, internal links, etc.)
Improved web rendering
Implementation, improvement and maintenance of Schema Markup

Additionally, I collaborated with the implementation of Google Tag Manager, and the export of data to Data Studio.

DayStar Properties
Junior SEO
February 2009 - March 2013 (4 years 2 months)
Basic SEO optimization focused on WP CMS

Reporting updated to SEO Manager
Metadata (title/descriptions) optimization
Competitors Audit

Education

Universidad Latina de Costa Rica

Degree of Business Administration with emphasis in Marketing & Sales, Marketing · (2012 - 2014)

Universidad de La Sabana

Metodologías Ágiles e Innovación en la Organización, Marketing · (October 2023 - February 2024)

Le Studio by PGD

Management Development Program 2024, Marketing · (April 2024 - May 2024)

Universidad Latina de Costa Rica

Bachelor of Business Administration with emphasis in Marketing & Sales, Empresa, gestión, marketing y disciplinas afines · (2007 - 2010)