

JESSICA GUZMAN

SEO Manager | SEO Specialist | Digital Marketing Strategist

📍 Based in Brazil | 🌐 Trilingual: English (C1), Spanish (Fluent), Portuguese (Native)

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PROFESSIONAL SUMMARY

SEO Specialist and Digital Marketing with 5+ years of experience driving organic growth for multilingual brands across Latin America, North America and Europe. Proven track record in leading SEO initiatives and drive organic traffic, increased organic results by 35% YoY across LATAM markets. Adept in tools like GA4, Semrush, Ahrefs and more. Trilingual communicator with a passion for performance-driven marketing.

CORE SKILLS

- SEO Strategy (On-page, Off-page, Technical SEO).
 - Keyword Research & Search Intent Optimization.
 - Link Building & Outreach Campaigns.
 - Content Creation & Optimization (Web, Blog, Long-Form).
 - Web Analytics & Reporting (GA4, GSC).
 - Technical SEO & Site Audits (Core Web Vitals, Indexing).
 - Cross-functional Collaboration (Dev, Content, UX).
 - SEO Tools: Semrush, Ahrefs, Moz, Screaming Frog, Mangools, Keyword Tool.
 - Platforms: WordPress, Content Stack, Salesforce, HubSpot.
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PROFESSIONAL EXPERIENCE

SEO Manager

Berlitz Corporation – May 2024 – Present

- Lead SEO and content initiatives across LATAM markets (Mexico, Brazil, Colombia, Chile).

- Oversee multilingual content localization and keyword optimization.
- Manage link-building and digital PR campaigns to boost domain authority.
- Monitor performance using GA4 and GSC, reporting on traffic, rankings, and conversions.

SEO Coordinator

Berlitz Corporation – August 2021 – May 2024

- Executed SEO tactics and site audits for Brazil region.
- Implemented on-page optimizations that increased traffic and lead generation.
- Produced monthly reports to measure KPIs and guide strategy improvements.
- Delegated content tasks and coordinated execution with internal teams.

Content Specialist

TECNICON Sistemas Gerenciais – May 2019 – August 2021

- Developed content for blog posts, social media, landing pages, and email marketing.
- Initiated SEO improvements on company blog and website.
- Monitored and optimized digital ad campaigns (Google Ads, Meta, LinkedIn).
- Collaborated with marketing and product teams on digital growth initiatives.

EDUCATION & CERTIFICATIONS

Bachelor's Degree in Social Communications and Advertising – 2019

Project Management Certificate – 2023

Content Marketing & SEO Fundamentals Certificate (*Expected 2025*)