



ADRIAN

 [VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Content Writing
- SEO Strategy & Implementation
- Technical SEO
- SEO Auditing
- Google Search Console
- Keyword Research & Keyword Analysis
- Long-Tail Keyword Optimization
- On-Page SEO Optimization
- URL Structure Optimization
- Image Optimization
- Internal Linking Strategy
- Backlink Analysis & Link Building
- Website Speed Optimization
- Competitor Analysis
- User Experience (UX) Optimization
- Google Business Profile Optimization
- Search Engine Marketing (SEM)

TOOLS

- Microsoft Office 365
- Google Workspace
- Shopify
- WordPress
- Slack
- Zoom
- Airtable
- Notion
- Monday.com
- ClickUp
- Asana
- Helium 10
- SEMrush
- Ahrefs
- Screaming Frog
- ChatGPT

Detail-oriented SEO Specialist with experience in optimizing website performance through on-page, off-page, and technical SEO strategies. Skilled in keyword research, backlink management, content optimization, and technical audits, utilizing tools such as Google Search Console, Google Analytics, and SEMrush to improve search visibility and rankings. Proven ability to enhance organic traffic and website indexing while collaborating with content teams to deliver SEO-driven digital growth.

WORK EXPERIENCE

JUNIOR SEO SPECIALIST

Launchpad Agency | 2023 – 2025 (2 Years)

- Optimized website content for SEO including keyword integration, internal linking, and readability while conducting keyword research, managing backlinks and disavow processes, submitting sitemaps in Google Search Console, and performing basic technical audits to improve indexing, rankings, and organic traffic.

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