



JOAN

[VIDEO INTERVIEW](#)

WORK EXPERIENCE

SENIOR SEO SPECIALIST/SENIOR WEB ANALYST

Mercola Consulting Services | June 2025 - August 2025 (0 Year, 3 Months)

- Executed SEO strategies aligned with content goals, analyzed performance reports, and optimized on-page/off-page elements through audits, keyword research, and competitor analysis to boost rankings and site traffic

CONTENT IMPLEMENTATION MANAGER/SEO

Randstad (via QQI) | September 2022 - September 2024 (2 Years, 1 Month)

- Managed CMS content creation, maintenance, and optimization, ensuring publication of SEO-friendly materials and supporting the SEO team with technical optimization efforts

SEO AND CUSTOMER SUPPORT (FREELANCE)

Home-based | July 2007 - August 2022 (15 Years, 2 Months)

- Delivered SEO and customer support services to diverse clients, implementing optimization strategies and maintaining high-quality content for sustained site growth

SEO SPECIALIST

Netpros Inc. | November 2006 - July 2007 (0 Year, 9 Months)

- Performed keyword research, link building, and on-page optimization to improve client website visibility in search engine rankings

SKILLS/AREAS OF EXPERTISE

- Content Management & Optimization
- Content Writing, Editing & Proofreading
- On-Page & Off-Page SEO
- Keyword Research & Competitor Analysis
- Website Audit & Technical SEO
- Local SEO Strategy & Implementation
- Link Building & Outreach
- SEO Reporting & Data Visualization
- Google My Business Optimization
- Conversion Rate Optimization (CRO)
- Analytics Tracking & Performance Monitoring
- Project Coordination & Collaboration

TECHNOLOGY

- SEMrush
- Ahrefs
- Surfer SEO
- Screaming Frog
- Google Search Console
- Google Analytics (GA4)
- Microsoft Office 365
- Google Workspace
- Infinity Project Management
- Salesmate CRM
- WordPress
- Canva

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