



SANDRA

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- SEO Strategy & Execution
- Technical SEO
- SEO Auditing
- Google Search Console
- Keyword Research & Keyword Analysis
- On-Page SEO Optimization
- URL Structure Optimization
- Image Optimization
- Internal Linking Strategy
- Backlink Analysis & Link Building
- Outreach Campaign Management
- Website Speed Optimization
- Competitor Analysis
- User Experience (UX) Optimization
- Search Engine Marketing (SEM)

TOOLS

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

Detail-oriented SEO Specialist with 2+ years of experience in on-page optimization, keyword research, link building, and technical SEO audits. Proven ability to increase website traffic and search rankings through data-driven strategies, effective outreach campaigns, and high-quality backlink acquisition. Brings strong expertise in competitor analysis, content planning, and SEO performance tracking, helping organizations enhance online visibility and achieve sustainable organic growth.

WORK EXPERIENCE

LINK BUILDER

Porter Law Group | December 2023 – July 2024 (8 Months)

- Conducted website assessments, competitor analysis, keyword research, and executed outreach campaigns while monitoring backlinks, fixing broken links, and reporting SEO performance metrics.

LINK BUILDING ASSOCIATE

Team Wonk | September 2022 – September 2023 (1 Year)

- Identified backlink opportunities, managed outreach campaigns using Buzzstream, verified prospect data, and secured link placements through email outreach and follow-ups.

WEBSITE MANAGER

Hudson Plastic Surgery LLC | October 2021 – January 2022 (4 Months)

- Optimized on-page SEO, performed audits, tracked keyword performance, created content outlines, and improved website traffic through SEO enhancements.

GENERAL VIRTUAL ASSISTANT

JobTiles Ltd. | May 2021 – September 2021 (5 Months)

- Managed CRM data entry, organized schedules and meetings, tracked team progress, and provided administrative and documentation support.

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