



# SAMUEL AUGUSTO DA SILVA

## SEO ANALYST / MARKETING

### PERSONAL PROFILE

Now 35 years old, humanities nerd, musician in my spare time, passionate about coffee and I have a cat called Loki, who jumps on the table during meetings (home office).

Experience as an SEO Analyst, Web Designer, Digital Marketing Professional, Ecommerce Analyst, Social Media Content Manager.

Digital Marketing Consulting, Creation of Institutional websites and LP's on the Wordpress platform.

### SKILLS

- SEO - Rock Content
- Google Analytics - Google
- English Certification - Private classes
- Adobe Package

### CONTACT

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 (11) 98261-8872

 /samuel-analista-de-seo

### TRAINING

Eniac College - Marketing Technologist, 2013

### EXPERIENCE

#### Verisure Brazil

OCT 2022 - SEP 2024

- SEO Analyst - 360 Audit Analysis
- Website Diagnosis Content Implementation
- Technical Tasks (OnPage)
- Creation of documentation
- Analysis Google Analytics and Google Search Console
- Tools: SemRush - Screaming Frog

#### Goomark

FEB 2022 - AUG 2022

- SEO Analyst - 360 with a Focus on SMEs
- Audit Analysis - Website Diagnosis Content Planning and implementation Keyword Strategy
- WebStories
- Technical Tasks (OnPage)
- Creation of documentation
- Google Analytics and Google Search Console
- Off Page Analysis (Linkbuilding)
- Tools: SeRanking - Screaming Frog - ahrefs

#### Gear SEO

OCT 2021 - FEB 2022

- SEO Analyst - 360 Audit Analysis
- Website Diagnosis Content Implementation
- Technical Tasks (OnPage)
- Creation of documentation
- Analysis Google Analytics and Google Search Console
- Tools: SemRush - Screaming Frog

#### Finger Digital, SEO Analyst and WordPress CMS Developer

JUN 2019 - MAR 2021

- SEO Sector Coordination Website Audit/Diagnostics
- Creation and Launch of Email Marketing
- Content Indexing
- Monitoring and installations of Analytical
- Tools such as: Hotjar, Google Search Console, Google Analytics, Google Tag Manager, Serp, Yoast
- Word Curve Tools: NeilPatel, Ads Onpage Adjustments and development - WordPress