

JESÚS HINOSTROZA

SEO SPECIALIST

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PROFESSIONAL SUMMARY

SEO Specialist with experience in technical SEO, organic growth, search engine positioning, keyword strategy, content optimization, and search-driven digital marketing. Develops SEO strategies that connect search visibility with business performance, lead generation, and stronger digital positioning. Background includes SEO management, SEM, inbound acquisition, market research, SERP analysis, internal linking, metadata optimization, structured data, and WordPress SEO across medical aesthetics, B2B services, and marketing environments.

CORE SEO COMPETENCIES

Technical SEO • SEO Audits • On-Page SEO • Keyword Strategy • SERP Analysis • Organic Growth • Search Engine Positioning • Content Optimization • Internal Linking • Metadata Optimization • Structured Data / Schema Markup • WordPress SEO • SEM • Inbound Lead Generation • Market Research • Data Analysis • SEO Reporting • SEMrush • Google Ads

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | Kaloni Hair Restoration | Dec 2021 - Mar 2026

- Collected and analyzed search engine data in collaboration with the medical community to support accurate, search-oriented digital communication for a medical aesthetics brand.
- Implemented search visibility and content optimization strategies after internal approval, aligning organic discovery with commercial growth objectives.
- Applied SEO, search marketing, content optimization, and data analysis to strengthen digital positioning in a specialized healthcare-related market.

SEO Manager | Serviap Group | Jan 2021 - Dec 2021

- Created, developed, monitored, and optimized the company's search strategy using SEO-focused language and content.
- Built commercially focused campaigns designed to attract B2B prospects seeking compliant human-resources solutions for international business needs.
- Used inbound acquisition and search positioning to reach prospects across economically active international markets, including multilingual search environments.
- Applied data mining and global market research to identify opportunities, improve search strategy, and increase commercial relevance.

Paid Traffic Specialist (Trafficker) | Jabalina Marketing | Jan 2020 - Dec 2020

- Positioned businesses, products, and services across digital search environments to generate qualified traffic and commercial opportunities.
- Used Google's advertising ecosystem to attract highly segmented traffic and leads with strong purchasing intent.
- Supported search visibility and acquisition through paid traffic, audience segmentation, and performance-oriented campaign execution.

Media Planner | Grupo Impacto | Jun 2014 - Dec 2019

- Researched content distribution channels to identify communication risks and strategic opportunities for political and public-facing campaigns.
- Produced quantitative media-planning reports across multiple channels to support client decision-making.
- Contributed to SEO positioning, communication-crisis containment, and media training initiatives.

TECHNICAL & DIGITAL SKILLS

SEO • Technical SEO • Search Engine Optimization • Search Engine Marketing (SEM) • SEMrush • Google Ads • Analytics • Data Science • Web Positioning • Web Development • Web Services • WordPress SEO • Search Engines • Market Research • Digital Marketing

EDUCATION

National Autonomous University of Mexico (UNAM) | University studies in Communication and Journalism | Degree not completed

LANGUAGES

Spanish: Native | English: Intermediate