



ALEX ABAD

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EDUCATION

2012-2013
Florida International University
Miami, FL
Information Technology

2011
University of Central Florida
Orlando, FL
Information Technology

2008-2010
Valencia Community College
Orlando, FL
A.S Degree in Interactive Design

2005-2007
Florida Atlantic University
Boca Raton, FL
Graphic Design

2004-2005
Atlantic Technical Center
Coconut Creek, FL
Certified Computer Technician
Certificate in Web Design

SKILLS

PROGRAMS

Photoshop
Illustrator
InDesign
Dreamweaver
GitHub
AdWords Editor

ADWORDS

Google
Bing

LANGUAGES

English
Spanish

SEO

Moz
Search Console
Analytics
GTmetrix
GainRank
SEMrush

CODING

HTML
CSS
JavaScript
MySQL
PHP
WordPress

Full stack web developer turned digital marketing professional. Equipped with the ability to make technical SEO changes as well as a strong background in driving measurable increases in website traffic through organic and paid outlets. My forte lies in the areas of search, design, social, email, content analysis, and front-end. I am seeking a position where I can use my knowledge and experience to improve the effectiveness of their organic marketing strategy utilizing a combination of technical SEO, backlink building methods, and unique content marketing.

AREAS OF EXPERTISE

Search Engine Optimization
Backlink Building Strategies
Technical SEO
Keyword Research & Targeting
Page & Content Creation/Optimization
Social media & Email Marketing

Paid Search / Google AdWords
Reputation Management
Local SEO & SERP Analysis
Conversion Rate Optimization
Web Development
Database Management

EXPERIENCE

Go Port Canaveral | Merritt Island, FL
SEO Manager | 2015 - Present

Responsible for managing all areas of online marketing, including SEO, reputation management, conversion optimization, and paid search.

Key Achievements

90% increase in YOY organic traffic

30% increase in YOY conversion rate

Redesign entire website with proper SEO, decreasing average page load time by 4.5%
Strategized and created new display and social media advertisements to drive in 15% more in new sales revenue.

Build backlink strategies with partnered websites

Go from ranking 25th on average for several hundred keywords to top 3 rank for thousands of keywords while competing against Expedia, Priceline, TripAdvisor, etc.

Setup a reputation management system to maintain 4+ star ratings on major platforms

ThinkVacuums | Coral Springs, FL

Senior Web Developer & Marketing Manager | 2012 - 2015

Design and develop product pages, sale pages, and advertisements improving conversion rates by 15%

Optimize SEO to drive in 30% more traffic resulting in 18% more revenue

Create email marketing campaigns to engage returning customers

University of Central Florida | Orlando, FL

Web Developer | 2011 - 2012

Collaborate with management to design and develop websites for certain departments. Create graphics and flyers for University events. Create PowerPoint presentations for transfer student orientation. Manage Transfer and Transition Services websites.

POWERHOUSE USA | Orlando, FL

New Technologies Manager and Freelancer | 2010 - 2012

Design with the latest trends, code with optimization in mind, and manage websites for clients that Powerhouse USA advertises and promotes.

Clients: 2020 Eyeglass Superstore (Magento), Hudsons Furniture (Magento), Lasik Eye Orlando (Glacial)

Freelance | 2005 - Present

Developing multiple websites for my own growth and experience with SEO, AdWords, Databases, and more.