



# Carlos Martínez

SEO Team Lead & Digital Marketing Strategist

- Dubai, UAE
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## PROFESSIONAL PROFILE

SEO and Digital Marketing professional with 15+ years of experience driving organic growth, lead generation, and search visibility for companies across Spain, Mexico, and Dubai.

Specialized in Technical SEO, Content Strategy, Local SEO, and conversion-focused optimization. Experienced in leading SEO initiatives, coordinating cross-functional teams, managing multiple projects simultaneously, and aligning SEO performance with business goals.

Currently based in Dubai and available for on-site roles.

## PROFESSIONAL EXPERIENCE

**Lead SEO & Digital Marketing Consultant** 2025 – Present

Fano Properties — Dubai, UAE

- Leading SEO and digital marketing initiatives focused on organic visibility and lead generation.
- Developed SEO strategies aligned with business goals and local market opportunities.
- Improved website structure, keyword targeting, and conversion-focused landing pages.
- Coordinated SEO implementation with development and marketing teams.
- Managed reporting and SEO performance analysis using GA4 and Search Console.

## SEO & STRATEGY

- Technical SEO
- On-Page SEO
- Local SEO
- Content Strategy
- Keyword Research & Clustering
- Competitor Analysis
- Internal Linking Strategy
- Conversion-Focused SEO
- SEO Audits
- Crawlability & Indexation
- Core Web Vitals
- Topical Authority Development
- Search Intent Optimization

## LEADERSHIP & MANAGEMENT

- SEO Team Coordination
- Cross-Functional Collaboration
- Multi-Project Management
- Stakeholder Communication
- Performance Reporting
- Workflow Organization
- Client Communication
- SEO Task Prioritization

## Head of Web & SEO

2025 – Present

MO-SEC | MOGroup Service | Duty Clean | Rumix Marketing |  
Tera Service — Dubai, UAE

- Managing SEO strategy and web optimization across multiple brands and service businesses.
- Conducting technical SEO audits, crawl analysis, and indexation improvements.
- Building keyword maps and content structures targeting high-intent searches.
- Coordinating website improvements with development and design teams.
- Supporting Local SEO growth through Google Business Profile optimization and local landing pages.

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## SEO Leader

2024 – 2025

Office Depot — Spain & Mexico

- Led SEO optimization initiatives for large-scale eCommerce and retail environments.
- Improved search visibility through technical SEO, content optimization, and keyword strategy.
- Collaborated with internal teams to optimize content structure and website performance.
- Analyzed SEO metrics and delivered performance insights aligned with business KPIs.

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## SEO Leader

2023 – 2025

RadioShack — Spain & Mexico

- Developed SEO strategies to increase organic traffic and improve search rankings.
- Worked on technical optimization, content planning, and search visibility improvements.
- Conducted keyword analysis and competitor research for commercial search intent.
- Supported ongoing optimization initiatives across multiple digital properties.

## TOOLS & PLATFORMS

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Google Analytics 4 (GA4)

Google Search Console

Looker Studio

SEMrush

Ahrefs

Screaming Frog

WordPress

Elementor

Google Business Profile

## LANGUAGES

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### Spanish

Native

### English

Professional Working

Proficiency

## LOCATION

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Dubai, United Arab  
Emirates

Available for on-site work and  
in-person interviews

## PORTFOLIO

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[www.soycarlosmartinez.com](http://www.soycarlosmartinez.com)

## SEO Project Lead

2023 – 2024

### Real Madrid Project — Spain

- Participated in SEO-focused digital projects involving website optimization and organic visibility improvements.
- Supported strategic SEO implementation and content structure optimization.
- Coordinated with technical and content teams to improve search performance.

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## SEO Consultant

2023 – 2025

### Petpass — Spain

- Conducted SEO audits and content optimization strategies.
- Improved keyword targeting and search visibility for service-related queries.
- Supported technical SEO improvements and reporting analysis.

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## SEO Consultant

2024 – 2025

### Naturban — Spain

- Developed SEO recommendations focused on organic growth and local visibility.
- Worked on landing page optimization and keyword-driven content planning.
- Monitored SEO performance and tracked search rankings.

## ADDITIONAL EXPERIENCE

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15+ years of experience in Digital Marketing, SEO strategy, website optimization, and business-focused online growth.

Experience working with:

Service companies

Real estate businesses

eCommerce brands

Local businesses

Multi-brand environments

International markets