



PROFESSIONAL SUMMARY

Analytical and highly organized SEO Analyst with 3+ years of experience in analyzing website performance and implementing strategies to improve search rankings and user experience. Passionate about using data to drive decisions and help businesses grow through organic search.

LinkedIn: /in/ricardohitt

EDUCATION

Bachelor of Science in Marketing

University of Toronto, Canada  
Graduated: 2019

Certifications

- Yoast SEO for WordPress – Completed: April 2022
- SEMrush SEO Toolkit Certification – Completed: September 2021
- Google Analytics Certified – Completed: February 2020

SKILLS

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|---|--------|
| • SEO Analysis & Reporting                        | Expert |
| • Keyword Research & Strategy                     | Expert |
| • Google Analytics & Data Studio                  | Expert |
| • Technical SEO (Core Web Vitals, Site Speed)     | Expert |
| • On-Page Optimization (Meta Tags, URL Structure) | Expert |
| • Backlink Analysis & Strategy                    | Expert |

EXPERIENCE

2022 - Now

SEO Analyst  
Shopify / Toronto, Canada

- Perform SEO audits for 20+ e-commerce websites, identifying opportunities to improve site speed and mobile usability, leading to an average 25% increase in organic traffic.
- Conduct in-depth keyword research for product listings, optimizing titles and descriptions to boost organic rankings.
- Develop weekly SEO performance reports and present insights to senior management and clients.

2019 - 2021

Junior SEO Analyst  
Kijiji / Toronto, Canada

- Assisted in conducting technical SEO audits, identifying issues related to crawling, indexing, and site structure.
- Optimized product and category pages to enhance search engine rankings, resulting in a 15% increase in organic search traffic.
- Supported the development of content strategies and keyword optimization for blog and landing pages.

ADVANCED SEO TOOLS & PLATFORMS

- Proficient in Ahrefs, Moz, and Screaming Frog for detailed technical audits and backlink analysis.
- Experience with Google Data Studio for custom reporting and visualizing SEO performance.
- Comfortable using HTML/CSS to implement on-page SEO improvements and resolve technical issues.