



Agustín Hernández Flores

SEO & Digital Marketing

°Striving to Make the Web a More Beautiful Place Every Single Day.



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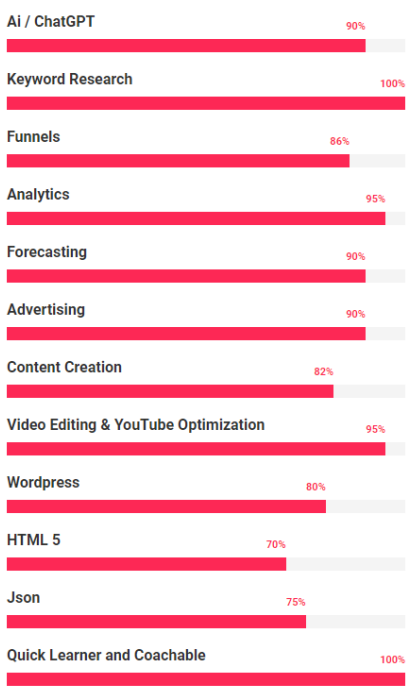


LinkedIn



Website

SKILLS



PLATFORMS MASTERY

 Google Analytics / Search Console

 Google Adwords

 BrightEdge

 AI ChatGPT / SAAS

 HubSpot

 ADOBE Creative Cloud / AEM



EXPERTISE

SEO and Digital Marketing are my specialties. I am a 38 year-old-expert, dedicated to helping companies, business owners, and entrepreneurs transition into the digital world using tools, apps, and optimizing websites for search engines.

I have 9+ years of extensive experience as a Paid Media (SEM) consultant. One of my key strengths is my ability to analyze and interpret key performance metrics. By monitoring and analyzing organic traffic, keyword rankings, and conversion rates, I am able to prepare comprehensive reports and dashboards that communicate SEO performance and provide actionable insights.

I continuously stay updated with the latest Marketing and Content Creation trends, algorithm changes, and industry developments to refine reporting and analysis techniques as I belong to a marketing community and have access to paid platforms that provide training, case studies, and more.

Throughout my career, I have consistently refined and led Advertising strategies, identifying and prioritizing opportunities to enhance organic search presence. I have worked with cross-functional teams in Europe, LATAM and the US, leading and collaborating on numerous projects to improve conversions rate with tailored digital marketing strategies and account managing for several stakeholders.

I feel comfortable managing client accounts as well as closing sales. My experience in managing and launching websites, Wordpress, E-mail marketing campaigns, and new product releases gives me a strong digital foundation.



ANALYTICAL AND DATA-DRIVEN

I'm a determined and results-driven Marketing specialist with a proven track record of success, ready to take on new challenges and help businesses thrive in the digital world. In regard to my skill set, I feel very comfortable having one on one meetings with clients, participating actively in business meetings, and closing sales, from SEO to content creation, storytelling with data, CRM management, (SEM) paid search campaigns, customer journey, and conversion rate optimization. If you're looking for a short-term boost or a long-term partnership, I'm here to help you reach your full online potential with data-driven for decision making.



COMMUNICATION SKILLS.

Toastmasters participant since 2023



Spanish



English



INTERNATIONAL EXPERIENCE:

Herbalife Nutrition 2014 - 2023

As a highly skilled Sr. SEO Specialist at Herbalife, I possess a 9 years track record of creating and deploying effective web lead generation strategies. Through my expertise in SEM Paid media Ads, Marketing, SEO, and campaigns, I have been able to enhance visibility and drive traffic to Herbalife sites and minisites across North and South America and Europe.

I served as the SEO Manager in an **internal Digital Marketing Agency**, providing support, and R&D for more than 35 regions and helping decision-making through data-driven strategies. Conducting meetings and working sessions with each country stakeholder to achieve KPIs.

As an expert in reputation management and communications, I was dedicated to improving search rankings, customer journey and growing brand awareness, leading to increased sales and new member sign-ups for the Herbalife business outperforming direct and indirect competitors.

I also specialize in E-commerce auditing, content creation, and reporting, providing custom dashboards and key insights recommendations.

In my last position, I have been able to manage search mappings to develop and sustain a cohesive search experience, as well as to build and validate business cases for SEO projects, while working closely with multiple cross-functional teams around the world such as Digital Marketing, Product Development, and Third parties.

My biggest achievements were the rebranding and migration from the Herbalife website to the ADOBE AEM platform and FAQs for reputation management **These projects became the foundation and solid bases for future implementations and were replicated worldwide for 25 countries so far.**

I have contributed to significant revenue growth for an international company listed on the United States stock market with creativity, team collaboration, and passion

AWARDS AND CERTIFICATIONS:

Certified: • Google Analytics • Google Adwords • BrightEdge SEO Platform • Hubspot CRM sales funnels • Binance crypto trading • AGILE

Awards: • EDGIE Awards 2021 Best International SEO Strategist.



KEY HABILITIES AND SOFT SKILLS:

- Organic, local, and paid search SEM strategies
- Great verbal and written communication skills
- Project management through AGILE workflows
- Analytics and reporting tools
- Problem-solving and analytical skills
- Diligent with strong organizational and time management/prioritization skills
- Fast Lerner and coachable
- High Ticket Closer



GOAL DRIVEN: Get an Edge with Tailored SEO and Digital Marketing Solutions from a Seasoned Specialist. Whether you're an emerging startup or a large corporation, I have the experience and skills to help your team achieve your digital marketing objectives.

At the end of the day, it's all about achieving results. That's why I'm dedicated to delivering measurable and meaningful outcomes. During the last 3 years alone I have helped dozens of clients from 10+ different industries and on average I have been able to help my clients and employers to increase their engagement by over 500% with funnels, keyword research, AI and gaining positions in search engine result pages.

This is what I'm passionate about, In fact, I have listed some of those clients that I have worked with below.

[Contact me today](#)

