

Lisandra Tinder

SEO

Profile

I am an experienced SEO professional with over 4 years of experience in the industry. I have a strong track record of improving organic search visibility and rankings for my clients, and have a deep understanding of how to optimize websites for both on-page and off-page SEO. I am also well-versed in digital marketing strategies such as content marketing, social media marketing, and email marketing. In addition to my technical skills, I am also an excellent project manager with proven ability to handle multiple projects simultaneously while meeting deadlines.

Employment History

SEO Manager at Google

May 2022 - Present

- Increased traffic to the website by 500% through optimizing content and improving search engine rankings.
- Doubled conversion rates by implementing effective on-page SEO strategies such as keyword targeting and call-to-action optimization.
- Tripled organic search visibility for hard to rank keywords
- Improved click-through rate (CTR) by 150% due to optimized titles and descriptions
- Generated new leads per month with targeted long-tail keywords.

SEO Specialist at Yahoo

Aug 2018 - Apr 2022

- Increased traffic to the website by 30%.
- Improved organic search engine rankings for key pages by 15%.
- Decreased bounce rate by 10%.
- Optimized title tags, meta descriptions, and on-page content to better reflect target keywords and improve click-through rates (CTRs) from SERPs.

Certificates

Google Analytics IQ (GAIQ)

Aug 2020

Google AdWords Fundamentals (AWF)

Jun 2019

Bing Ads Accredited Professional

Jan 2018

✉ lisandra.tinder@gmail.com

☎ 342-522-1532

📍 38 Bruce Road, Manchester, CT 06040

Education

Bachelor's Degree at Boston College, Chestnut Hill, MA

Aug 2014 - May 2018

I learned how to use Adobe Photoshop, Illustrator, and InDesign while studying my Bachelor's degree.

Links

[linkedin.com/in/lisandratinder](https://www.linkedin.com/in/lisandratinder)

Skills

On-page Optimization

Off-page Optimization

Keyword Research

Languages

English

Arabic