Carlos Alberto Cardona B.

SEO & GEO Specialist | Content Strategist
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Remote on US hours | Contract or full time

PROFESSIONAL SUMMARY

Bilingual SEO and GEO specialist with experience in technical SEO, content architecture and visibility in AI answers for B2B sites. I work with keyword research, on-page optimization, content calendars and digital visibility strategies. I come from philosophy, marketing, playwriting and medical and legal interpreting: I know sensitive niches and handle them with the care they require, while presenting their offer in a clear and appealing way.

WORK EXPERIENCE

Self-employed, Bogotá, Colombia (remote) | January 2024 – Present
SEO Specialist and Marketing Consultant

- **Content architecture and on-page SEO:** designed offers from scratch, the semantic structure, search-intent mapping and keyword inventory for a B2B site in a sensitive (YMYL) niche, with 9 pages averaging positions 4 to 9 on Google (Search Console, Sep 16 – Oct 13, 2026).
- **Technical troubleshooting and delivery:** fixed crawling and indexing failures in a JavaScript single-page application, assisted by AI agents; migrated 12 URLs with 301 redirects, implemented JSON-LD structured data and verified content parity for Googlebot directly against the production HTML.
- **Local SEO and conversion structure:** set up and verified the Google Business Profile, aligned with low-friction landing pages built to capture direct inquiries.

Self-employed (remote) | February 2024 – Present
Medical Translator and Content Quality Specialist

- **Medical translation and localization:** translated and adapted clinical and patient-education content between English and Spanish, keeping terminology consistent, a professional tone and scientific rigor.
- **Editorial quality control:** reviewed texts and informational resources for terminology and factual inconsistencies, flagging inaccuracies before delivery.

LSA (remote) | January 2024 – October 2026
Medical and Corporate Interpreter

- **Sustained delivery in high-demand settings:** handled continuous remote phone and video sessions for global clients under HIPAA, keeping clarity and accuracy on unfamiliar topics with no preparation time.

ICC (remote) | December 2022 – December 2023
Medical Interpreter

- **Strict compliance and clinical accuracy:** interpreted medical consultations and procedures in real time under HIPAA, continuously over phone and video (OPI/VRI), keeping terminology exact with no distortion of clinical information.

Teleperformance, Bogotá, Colombia | August 2017 – December 2022
Quality and Customer Service Lead

- **Quality control:** audited English-language calls and delivered performance feedback to more than five teams of fifteen agents, working directly on the behaviors that drove campaign results.
- **Team leadership and coaching:** upheld the standard for punctuality, process order and protocol adherence, the conditions a service campaign needs to stay consistent shift after shift.

EDUCATION

Philosophy coursework
UNIVERSIDAD EL BOSQUE, Bogotá, Colombia – 2018 to 2022

SKILLS

- **Technical SEO:** crawling, indexing, JavaScript rendering, prerendering for React and AI builders, 301 redirects, real 404 pages, sitemaps, robots.txt, domain migrations, DNS and hreflang for bilingual sites.
- **Content:** keyword research with real volume and difficulty from the top 10, content architecture, competitor analysis, briefs, SEO writing and YMYL niches.
- **Measurement and reporting:** Google Search Console, GA4, PageSpeed Insights and Core Web Vitals (median of several runs), reports with instrument and date.
- **AI-assisted work:** I specify, generate with Claude Code and MCP servers, test and verify in production; I don't hand-write the code.
- **Tools:** Screaming Frog, Semrush, DinoRank, Ahrefs, Mangools, DataForSEO API, Cloudflare (DNS, Workers, Wrangler), Git and Base44.
- **Working languages:** native Spanish and C2 English, with professional experience in both.

CERTIFICATIONS AND ADDITIONAL TRAINING

- **SEO training** | AprendoSeo | 2026
- **SEO Writing and Copywriting** | Rúcula Academy | 2025
- **Community Manager** | Coderhouse | April 2024
- **Medical Interpreting Training (certificate)** | Medical and legal interpreting training
- **Theater diploma courses specialized in playwriting** | Universidad El Bosque