

Alejandro Morales Mora

SEO & Digital Growth Specialist | Technical SEO | International SEO | AI Search

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PROFESSIONAL SUMMARY

SEO and Digital Growth Specialist with 7+ years of experience across technical SEO, international SEO, content architecture, digital marketing and B2B product marketing. Experienced in multilingual websites, SEO migrations, AI-search and GEO adaptation, schema markup, EEAT, category-tree development, indexability, hreflang consolidation, JavaScript-related performance diagnostics, internal linking and authority acquisition. Background spans travel gifting, e-commerce, CBD, industrial B2B and media planning, with strong collaboration across marketing, content, product and technical teams.

CORE SEO & GROWTH SKILLS

Technical SEO | International SEO | AI Search / GEO | EEAT | Schema Markup | SEO Migrations | Category Architecture | Hreflang | 301 Redirects | Indexability | Crawlability | JavaScript SEO | Page Speed | Internal Linking | Digital PR & Link Building | Keyword Research | Content Strategy | WordPress | PPC Fundamentals | CRM | B2B Marketing

PROFESSIONAL EXPERIENCE

Experiencegift | Amsterdam, Netherlands

SEO + GEO Specialist | Sep 2025 - Present

- Own technical SEO initiatives across Experiencegift domains, aligning content, structured data and crawlability with current Google quality requirements, AI-content policies and LLM crawler behavior.
- Implement schema markup for blog posts and landing pages to improve entity understanding, structured content quality and citation potential in AI-assisted search environments.
- Build category architecture from scratch to increase topical coverage, internal relevance and commercial landing page discoverability.
- Support authority acquisition through expired-domain assessment, 301 redirect mapping and external link-building campaigns targeting relevant high-authority domains.
- Develop internal linking frameworks to consolidate topical relevance around best-performing pages and strategic commercial URLs.

Gadero | Groningen, Netherlands

SEO Specialist | Feb 2024 - Sep 2025

- Led SEO migration and integration of UK and Spanish subsidiaries into the main domain, including category-tree redesign and market-specific architecture.
- Conducted technical audits to identify page-speed and JavaScript structure issues creating SEO performance risk.
- Managed 404 cleanup, non-indexable content review, hreflang consolidation and legacy content updates aligned with current Google and AI-search quality expectations.
- Improved international SEO foundations across category pages, content templates and multilingual site structures.
- Collaborated with content and development stakeholders on crawlability, indexability, internal linking and performance remediation.

Virgil Spain | Spain / Remote

SEO Specialist & Digital Business Development | Apr 2021 - Sep 2025

- Delivered SEO and website creation services for small businesses and growth-stage projects, covering WordPress, technical setup, content optimization and digital visibility.
- Built SEO roadmaps, landing pages and web structures for clients needing acquisition support and stronger organic search foundations.
- Managed client communication, business development and project delivery across website, content and SEO initiatives.

Greenery 420 | Madrid, Spain

SEO Specialist & Digital Marketing | Sep 2022 - Apr 2024

- Led organic search strategy for one of Spain's main CBD product distributors, focused on Google visibility, brand awareness and educational content around CBD products.
- Developed keyword targeting and content optimization to improve category and product visibility in a regulated and competitive niche.
- Coordinated SEO and digital marketing actions across website optimization, content planning and awareness generation.

3M | Madrid, Spain

Product Management & Marketing Assistant - Traffic Safety Department | Jan 2018 - Feb 2021

- Supported B2B marketing services and product portfolio management for the Traffic Safety division.

- Improved digital point-of-sale materials and product communication across online and offline channels.
- Created digital campaigns and helped launch the department blog from scratch to increase awareness of 3M road safety products.
- Used SAP, Salesforce, Excel and Google Analytics for product, account, sales order and marketing-performance tasks.

Maxus Spain | Majadahonda, Madrid, Spain

Account Manager Trainee | May 2017 - Nov 2017

- Produced weekly media competitor studies and campaign reports for Aegon Seguros and Laboratorios Cinfa.
- Supported GRP measurement, media planning analysis and campaign creation for clients including Kaercher and Cinfa.

SELECTED PROJECTS & IMPACT AREAS

- International SEO migrations: UK and Spanish domain integration, category architecture, hreflang consolidation and indexability cleanup.
- AI Search / GEO adaptation: schema markup, EEAT improvements, AI crawler readiness and citation-oriented page optimization.
- Technical SEO cleanup: 404 remediation, non-indexable content review, JavaScript/page-speed diagnostics and legacy content updates.
- Authority and relevance building: external link-building strategy, expired-domain redirection assessment and internal linking frameworks.

TOOLS & PLATFORMS

- SEO & Search: Google Search Console, GA4, Google Analytics, Screaming Frog, Semrush, site audit tools, WordPress
- Analytics & Reporting: Looker Studio, Google Sheets, Microsoft Excel, pivot tables, VLOOKUP/XLOOKUP, dashboarding
- CRM & Business Tools: Salesforce, SAP, Microsoft Dynamics 365 Sales / MB-210, Microsoft Office
- Marketing: PPC fundamentals, CRM workflows, B2B marketing, content planning, digital campaign support

EDUCATION & CERTIFICATIONS

Webpositer Academy: Master SEO Profesional, SEO/SEM | 2021

ESIC Business & Marketing School: Master in Marketing and Commercial Management GESCO | 2016 - 2017

Universidad Complutense de Madrid: University studies | 2012 - 2016

British Council Madrid: Advanced-CPE English Studies | 2006 - 2013

Certifications: Microsoft MB-210 Certification | The Digital Marketing Basic Course | SEO Specialist Certificate

LANGUAGES

Spanish - Native / bilingual | English - Full professional proficiency | Dutch - Elementary