

Curriculum Vitae

Personal information

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Occupational field **SEO and Digital Marketing**

Personal Profile

An independent, self-motivated and reliable Digital Marketer with Computer Engineering background. I have worked client-side (4 years) dealing with most of the components of the area such as SEO, Social Media, Email Marketing and Analytics supported by my developer and designer education. In addition, I have done freelance work (1 year) supporting local clients on their digital projects but also volunteered for both local governmental and NGO institutions. I also ventured into academic research that resulted in an article publication on need fulfilment and experiences on Social Media. Currently, I work agency-side with world-renowned brands, liaising between developers and marketing teams and managing several SEO challenges raised by different implementations or clients goals. The combination of my experience with both technology knowledge and client facing skills enables me not only a thorough understanding of the whole digital marketing process but also sets me up one step ahead on the planning, management and technical execution of Digital and SEO strategies. I'm keen to extend my knowledge, collaborate and lead challenging organic projects as well as sharing my knowledge and skills on this field.

Work experience

October 2015 – on-going
Employer/Occupation **Resolution Media International (OMD International) - Media Agency**
Promotion (March 2017): SEO Associate Director / **Promotion (July 2016):** SEO Account Manager / **Previous (October 2015):** Senior SEO Executive

Main Activities

As a senior AM for multiple brands of RM, my role requires day-to-day liaising with blue-chip international brands from several industries, namely but not exclusively: PlayStation, Lonely Planet, Bentley Motors, GSK, Boehringer. I'm the point of contact for all things SEO-technical within the team usually acting as a bridge and filling in the gaps between SEO and clients development teams.

- New Business: Active collaboration planning, strategizing and pitching for SEO projects.
- Current Business: Execute, manage and report tailored SEO strategies in timely manners as well as regular consultancy with clients for problem solving and active communication of industry updates.
- Complex SEO problem solving and consultancy: Risk Mitigation Assessments, Migration processes and Health-Checks, Localisation and International targeting.
- SEO Innovation & Effectiveness: improving traditional SEO deliverables such as Keyword research, content and tech audits. Develop and automating internal processes to deliver quality efficiently.
- Research and manipulation of SEO data with focus in insights reporting and time efficiency.
- Monitoring and providing insight-focused reports for 6-digit daily sessions sites.
- Personalised research and technical hands-on documentation for non-generic issues employing up to date industry practices and supported by extensive knowledge of established SEO tools.
- Custom search intent research for client's niche audiences,
- Direct reports progression: Junior AMs and Executives support and knowledge development.
- Recruitment: Running interviews and active involvement in team members acquisition process.
- Industry Opportunities: Liaise with SEO suppliers, setting-up demos and research new tools for team productivity, progression and deliverables quality.
- Team Development: Knowledge sharing sessions and training in areas of organic optimisation.

Employer/Occupation	<p>February 2015 – September 2015</p> <p>Global University Systems (GUS) – Education Management <i>Senior SEO Executive</i></p>
Main activities	<p>As Senior SEO for multiple brands of an International institution, my role requires everyday liaison and evangelization of SEO within the different teams evolved on the marketing process. I'm responsible to strategize and manage, as well as technically implement up-to-date SEO best practices for renowned educational institutions such as London School of Business and Finance (LSBF), University of Law (ULaw), The Language Gallery (TLG) and University Canada West (UCW).</p> <ul style="list-style-type: none"> • Multiple brands SEO management and bridging between organic search and IT, SEO, PPC, Copywriting and PR teams. • Perform, recommend and implement SEO technical Audits (Content, Indexing and Linking in-depth analysis) and conduct website migrations for optimal rank loss. • Deep level and marketing funnel mindful keyword research, reporting and on-going optimisation. • Manage brands websites information architecture, link signals and navigation as well as on-page best practices at code executing level. • Negative Brand Reputation: SEO strategies, outreach and management. • Local SEO best practices Implementation. • Competitive analysis and link profile research for optimal Link Building and outreach strategies. • CMS Content Management for multiple brands using tools such as Umbraco: Web development and design (HTML/CSS) design of website elements for best UX, Users Signals and consequent organic performance when required (Example: CTAs and LP's). • Traffic, keyword and conversion monitoring and reporting.
Employers/Occupation	<p>August 2013 - December 2014</p> <p>Santa Maria Funchal - Hostel, Restaurant and Bar. Birds & Company - Tour Operator. Mero Diving Centre – Tour Operator and Diving School. <i>SEO Specialist Freelance</i></p>
Main activities	<p>As an independent SEO specialist for multiple businesses, my role required regular analytic reports delivery, technical guidance and liaison with the clients I've worked with during this period of time.</p> <ul style="list-style-type: none"> • Perform regular technical site audits to meet web standards and make recommendations in conformity with SEO best practices and the changes of the search industry. • Plan, implement and oversee the recommendations using a number of analytic tools and techniques. • Identify and research new buyer persona, competitor and SERPs analysis, keyword research. • Monitoring technical SEO issues with hands-on knowledge of web core languages such as HTML, CSS, Javascript and PHP (e.g.: redirects, error management). • Manage the sites information architecture, link signals and navigation as well as on-page best practices (e.g.: URLs, Title and H1 tags, Meta descriptions, Image file and Alt text, Anchors, Sitemap). • Integrate SEO with Social Media and Email Marketing for boosting search discoverability. • Advise and implement SEO friendly content trough CMSs (e.g.: Joomla, Wordpress). • Develop and design of site elements for best SEO performance such as CTAs and Landing pages.
Sample Results	<p>Analytics results for a 3 month period of search optimising efforts.</p>
Employer/Occupation	<p>October 2010 – October 2013</p> <p>Top Atlântico Madeira, Viagens e Turismo Lda. - Travel agency <i>Digital Marketing Regional Manager</i></p>
	<p>As responsible for the Digital Marketing Department, my role required the management of the technical aspects of the industry as well as delegating a small team of internees on a day-to-day direct contact with multiple stakeholders from service suppliers to clients.</p>

Main activities	<ul style="list-style-type: none"> • Digital Marketing strategy and deployment of one of the most competitive online industries (travel). • Creation, design and development of the business website using CMS, HTML5, CSS and PHP. • Everyday maintenance of the company content through Joomla and/or directly on DB with SQL. • Day-to-day creation and management of all digital channels content such as social media and blog. • Research new market niches, monitor competitor activity, perform keyword analysis. • Oversee website performance, implement on page technical SEO practises for increased traffic, deploy link building strategy and manage SEO integration with Social Media. • Creation and maintenance of a segmented client database combined with email campaigns and segmented HTML custom made and designed newsletters and mailing lists. • Development of the business social media strategy and other user engagement strategies. • Content management and mobile application system design (iOS, Android). • Artwork and graphical design for print magazines, newspapers and digital brochures.
Sample Results	Traffic reports over the course of three years ; Growing a 10K Facebook community ; Social Engagement strategies ; HTML email marketing campaigns ; CTA's Design ; Mobile design ; Printing .
Employers/Occupation	<p>June 2010 - on-going</p> <p>Gandhi International – NGO. SRAS, Madeira Island Social Security – Governmental Institution. <i>SEO, Web Designer and Developer Non-Profit</i></p>
Main activities	<ul style="list-style-type: none"> • Hands-on experience with web languages for the development and redesign of Joomla websites.
Sample Results	Mobile-ready, responsive redesign of a Gandhi International website using Joomla (Old version) .
Employer/Occupation	<p>1st December 2013 - 30th December 2013</p> <p>Joalhoria São Pedro – Jewellery Shop. <i>Consultancy & Strategic partner</i></p>
Main activities	<ul style="list-style-type: none"> • Strategy, scheduling, graphical design and implementation of Social Advertising visual campaigns.
Sample results	Facebook Christmas campaign ads resulting in high engagement and local sales .
Employer /Occupation	<p>July 2009 - October 2009 / July 2010 - October 2010</p> <p>M-ITI – Madeira Interactive Technologies Institute. <i>Scholar Internship - Research, Design and Development</i></p>
Main activities	<ul style="list-style-type: none"> • In depth research of LBS's & development of a mobile app using augmented reality navigation.
<h2>Education</h2>	
On-going	CIM Diploma in Professional Marketing 2014 (Oxford College of Marketing)
19 th December 2014	Informatics Engineering Masters + Dissertation (M-ITI)
27 th December 2008	Informatics Engineering Bachelor (University of Madeira)
16 th June 2005	Web Developer (Arquimedes)
<h2>Publications</h2>	
Article	“Need fulfillment and experiences on social media: A case on Facebook and WhatsApp”
Publication	Computers in Human Behavior, Elsevier
13 th November 2015	A paper that reports on a study with 494 users of Facebook and WhatsApp using a contemporary theoretical and methodological framework of 10 universal human needs and discussed the implications of the findings for the design of social media.
Link	http://www.sciencedirect.com/science/article/pii/S0747563215301941

Training / Certifications

7 th January 2015	Inbound Marketing (Hubspot Academy)
November 2014	Google Advertising Fundamentals Exam (Google)
29 th September 2014	Article: "Need Fulfillment and Experiences on Social Media: A case on Facebook and WhatsApp"
12 th June 2013	Human-Computer Interaction (Coursera through Stanford University Online)
20 th January 2013	HTML (W3Schools)
4 th September 2012	Facebook for Business (L2G - Learn to Grow)
13 th March 2012	Google Analytics (FLAG Training centre)
13 th March 2012	Email Marketing (Inesting - Technological Marketing)
12 th March 2012	Social Media Marketing (Inesting - Technological Marketing)
17 th June 2009	Certificate in Advanced English (CAE) (Cambridge University through Madeira Language Academy)

Languages Portuguese (Native); English (C1 - Proficient with certification available); Spanish (A1 – Basic);

Working & People skills **Researcher experience** within Dissertation and projects at Madeira Interactive Technologies Institute. **Team Management experience** leading juniors on Marketing and SEO teams for about 4 years. **Client Facing experience** Freelancer work with own clients & day-to-day liaison with agency clients. **Agency, In-House, Freelance & Research experience.**

Technical skills **Digital Marketing and SEO Tools**
Multiple use of Website Crawlers, Backlinks, Content, Keywords and performance tools from the field according to needs together with constant interest and experimentation for state of the art software including, but not limited to: Screaming Frog, Linkdex, aHrefs, Moz Pro Tools (OSE, Link Intersection, Fresh Web Explorer, Keyword difficulty tool and reports, Followonker, etc.), Searchmetrics, BrightEdge, PI, Linkdex, Google Suite (Keyword Planner, Trends, Analytics, Webmaster Tools, Mobile Friendly tester), Ubbersuggest, SharedCount, Siteliner, Copyscape, Pingdom, W3C Validator, Integrity, SEMRush between others.

Programming and data manipulation languages

HTML, CSS and Spreadsheet formats proficient (CSV, XLS). Good knowledge of PHP, SQL, JavaScript, XML and Java programming languages.

Content Management Systems and Web Content Manipulation

Umbraco, Wordpress and Joomla proficiency. Dreamweaver and HTML editors' working knowledge.

Productivity and Collaboration Tools

Microsoft Excel, Word and PowerPoint, Visio, iWork set, Omniplan, Omnigraffle, Coogole, saturateApp.

Design and Prototyping Applications

Adobe PhotoShop, Illustrator, Flex, Balsamiq, JustInMind.

Project Management Tools

Teamwork PM, Trello.

Other Skills and Interests

Photography and digital image/design knowledge

Case studies of [professional projects undertaken](#) and [projects for leisure](#).

Inbound Marketing advocate

[Certified, self-learnt and employment](#) of the inbound methodology by Hubspot.

Master Dissertation and Article Publication

Computers in Human Behaviour (CHB): [Need Fulfillment and Experiences on Social Media](#)

[Travel](#) and [gastronomic](#) evangelizer. Tech and Design savvy. Cinema and Fitness addicted.

Foodie that [blogs about it](#). Learn more about me on [my personal homepage](#).