

Anthony De Guzman

SEO Manager at Saatchi & Saatchi | Bilingual | UW Graduate | 1-647-622-3419

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Summary

- Over 5 years of industry experience with a proven track record in Desktop/Mobile SEO, Digital Content, Google AdWords PPC, Facebook and Twitter customer acquisition.
- Ranked #1 for the search term: *toronto seo expert*, *toronto seo consultant*, *toronto seo specialist* on Google.ca.
- Skilled in tools: Google Analytics, Screaming Frog, Ahrefs, Majestic and more.
- Full-stack developer experience: HTML, CSS, JavaScript, Ruby, Node.js, Python, PostgreSQL, MySQL, MongoDB.
- Bilingual and fluent in French and English.

Experience

SEO Manager

January 2015 – Present

Saatchi & Saatchi Canada

- Began as an SEO specialist and promoted to manager after 6 months.
- Manages a team of specialists and managers for clients: Toyota, Lexus, Scion, HomeSense, Winners, Marshalls and TD Bank for search engine optimization.
- Innovates SEM with Google AdWords Scripts to develop account-specific automation.
- Organic search strategy lead for new business under Publicis Groupe. Accounts won include TJX: HomeSense, Winners, Marshalls and TD Bank.
- Strategy for English/French organic search.

SEO & Marketing Analyst

May 2014 – January 2015

Stylekick Inc.

- Recruited as a marketing intern and brought on full-time after 4 months.
- Developed the SEO strategy for the site, blog and social media (Twitter/Pinterest)
- Rank high-volume and relevant keywords within the top 7 positions in over 15 different languages in the Apple and Google Play store.
- Optimized Facebook, Twitter and Google Admob pay-per-install ads (PPI).
- Technical SEO audits on company site and blog – improving site crawlability while developing keyword and link building strategies.

SEO Consultant

March 2013 – Present

Freelance, Toronto

- SEO audits and consultations to over 20 local businesses in Toronto.
- Clients include the Canadian Professional Sales Association (CPSA) and 360 Leads Inc.

Education

Bachelor of Arts, University of Waterloo

2014