

Hector H. Rivera Vaca

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SEO Specialist

Multi-tasking and holistic professional

I'm a bilingual freelance SEO consultant and front-end web developer, founder of Kerikka.com. I've been passionate about digital marketing since 2001 and I focused my skills for the last 6 years on technical SEO and front-end web development. Because the internet industry is more challenging day after day, now I'm actually enhancing my skills to full-stack web development so I could have SEO holistic control.

Skills

- Commercial Engineering Bachelor Degree
- E-commerce & E-business Diploma
- Technical SEO Certificate
- Advanced Microsoft Excel user
- SemRush user certificate
- Html, CSS, JavaScript, SASS, Bootstrap

Experience

SEO & Web Development

Oct 2015 – Jul 2021

Kerikka.com

- Founded a Digital Marketing Agency for small businesses serving clients in Bolivia, Colombia, and U.S.A.
- Hired 4 web developers freelancers for 6 different projects
- Developed 11 SEO strategies in Spanish and English

Marketing Director

Aug. 2009 – July 2014

Gestor Virtual, SRL

- Co-founded Gestor Virtual, SRL, authorized support representative for Moodle and Google Partner in Bolivia.
- Created the whole Marketing strategy for Gestor Virtual, SRL
- Generated business with 3 important Universities for e-learning platform support

Data Analyst & Marketing

Feb. 1997 – March 2008

Gestor Virtual, SRL

- Co-founded Gestor Virtual, SRL, authorized support representative for Moodle and Google Partner in Bolivia.
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Education

Commercial Engineering Bachelor Degree

Nov. 2001

UNIVALLE - La Paz

The emphasis in marketing and business development

Specialization course in E-commerce & E-business

Sep. 2001

UNIVALLE - La Paz

Focused in internet business development

SEO Certification Course

Oct. 2018

SemRush

Online course with emphasis in keyword research, local and technical SEO

Full Stack Web development

Anticipated March 2023

Udemy

Relevant online course in HTML5, CSS3, PHP, Java, JQuery, MySQL

Cybersecurity Analyst

Anticipated May 2023

Coursera - IBM

Cybersecurity Analyst