


Cristie Sencion

Search Engine Optimization Specialist

I am a Search Engine Optimization Specialist with over 3 years of experience. I have helped companies increase their organic traffic and improve their search engine rankings. I have a deep understanding of how the search engines work and what factors influence ranking. I use my knowledge to help businesses achieve their desired results.

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4643 Maple St, New Orleans, LA 
70117

Education

Associate of Arts in English at Pitzer College, CA

Sep 2015 - May 2019

I have learned how to read and analyze texts, how to write different types of essays, and how to conduct research.

Links

[linkedin.com/in/cristiesencion](https://www.linkedin.com/in/cristiesencion)

Skills

SEO



Google Analytics



Webmaster Tools



Search Engine Marketing (SEM)



Social Media Optimization
(SMO)



Pay Per Click Advertising (PPC)

▯ • Link Building



Languages

English



Hindi



Employment History

Search Engine Optimization Specialist at Google, ID

Apr 2022 - Present

- Implemented on-page and off-page SEO techniques that increased organic traffic by XX% within 6 months.
- Researched and utilized high volume keywords that resulted in a XX% increase in click-through rate.
- Wrote compelling meta descriptions, title tags, and alt text which led to aXX% increase in CTR.
- Used Google Analytics to track website metrics and made necessary changes to improve ROI by X%.
- Monitored competitor's activities and strategized accordingly to maintain market share.

Search Engine Optimization Associate at Yahoo, ID

Sep 2019 - Mar 2022

- Implemented an effective SEO strategy that resulted in a 20% increase in organic traffic within 6 months.
- Conducted keyword research and competitor analysis to identify new opportunities for growth.
- Wrote compelling, keyword-rich title tags and meta descriptions that increased click-through rates by 15%.
- Optimized website content using targeted keywords to improve search engine ranking and visibility.
- Monitored web analytics data to track progress and report on results of SEO efforts.

Certificates

Google Ads Search Certification

Jan 2021

Google Analytics Individual Qualification

Apr 2019

Memberships

American Marketing Association

Search Engine Marketing Professional Organization