



# Tobias Gillberg

SEO Manager



## Personal Info

### Address

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### E-mail

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### Date of birth

05/23/1980

### WWW

tobiasgillberg.com

### LinkedIn

linkedin.com/in/seo-expert-miami



## Summary

Driven and experienced Digital Marketing Manager successfully directing effective digital marketing campaigns for Fortune 500 clients for more than 12 years. Classically trained with a Master's degree in Computer Science from Chalmers Tekniska Hogskola (Gothenburg Sweden), and a Bachelor of Science from the University of Gothenburg. Specialized in Search Marketing (SEO, SEM), reputation Management, branding and influencer marketing. Fluent in English, Spanish, Swedish and conversational German. Results-oriented. Client-focused. Creative. Team player



## Experience

08/2018 -  
02/2019

### Senior Global Search & Content Manager

Sitel Group, Miami, FL

- Identified KPI's and Implemented events in Google-Analytics and Google Tag Manager
- Educated 10 Regional Marketing Managers in LATAM and EMEA in SEO best practice and local SEO.
- Created keyword lists in 8 languages based on relevance, search volume and cost per click for SEM
- Created monthly traffic and progress reports for SEO
- Created website taxonomy for a redesign based on keyword Search volume and relevance
- Lead content curation strategy with copywriters to ideate, plan and create a content calender
- Created Automated local SEO strategy for 70 offices to increase Job Inquiries to Sitel's call centers.

03/2018 -  
08/2018

### Senior Search&Content Specialist

Spirit Airlines, Miramar, FL

- Managed vendor relations for SEM and Content creators.
- Developed SEO strategy, coordinated with Senior Developers and Content Marketing experts.
- Oversaw SEM initiatives and Paid media initiatives for new routes that were underperforming
- Increased non-branded organic traffic with 13% over 3-months

08/2013 -  
01/2018

### SEO Director

Modus Operandi, Miami, FL

- Led and worked with SEO for Celebrity Cruise lines, VisitFlorida.com and Polaroid.com
- Managed a team of 3 SEO experts and one copywriter Allocating resources on up to 12 clients.
- Initiated market research studies and analyzed findings for client pitch meetings.
- Oversaw the creation of performance reports.
- Created boardroom presentations including case-studies SEO/SEM and presented in Search pitches.

08/2011 -  
07/2013

### SEOExpertsMiami.com

Miami, FL

SEO Freelance consultancy and owner of a network of web properties generating revenue through affiliate marketing and Social product sales.

06/2010 -  
05/2011

### Head of SEO

Advertical Media, Palm Coast-Miami

- Created strategies for a Forex trading platform
- Lead a team of 10 inhouse junior SEO-experts.
- Boosted sales yearly by ~35% through innovative SEO tactics and landing page optimization.
- Generated an increase in organic traffic of 35% yearly

08/2008 -  
06/2010

### Web Guide Partner

Stockholm, Curacao

- Managed a marketing budget of \$500.000,00 annually for paid Placements online
- Worked on revuenue models on new business verticals "Web hosting" and "Healthcare"
- Created Time, cost and expected ROI calculations and projections.
- Created A/B tests of landing pages to maximize CTR and profit and increased Conversions by 20%
- Recruited and lead a SEO team from our Curacao office moving to Curacao in January 2009

02/2006 -  
04/2008

### SEO Logic SEO.SE

Gothenburg, Sweden

- Started working with small clients but gained knowledge and trust to lead SEO fro PriceWaterHouseCooper and Toyota
- Assisted business development with technical insights



## Education

08/2004 -  
01/2006

### Chalmers University of Technology, Computer Science

Master of Science Degree in Usability and UI/UX design Computer Science

07/2002 -  
06/2003

### Universidad Politecnico, Valencia, Spain

ERASMUS exchange Computer Science 1 Year



## Skills

SEO



Content Marketing



Marketing Management



Web Analytics



Digital Strategy



Social Media



SEO Management



SEM Management



Reputation Management



## Software

Excel



SEMRush



Wordpress



Adobe AEM



Google Adwords



08/1999 -  
07/2004



## University of Gothenburg, Gothenburg, Sweden

Bachelor's degree Computer Science/Development



## Certificates

04/2008



Google Adwords

06/2008



Google Analytics

09/2017



HubSpot content Marketing

05/2017



Facebook ads

Google Analytics



Expert

Social Media Marketing



Advanced

Adobe CC Suite



Advanced

Hubspot



Advanced



## Languages

English



Fluent

Spanish



C2 Level

German



B2 Level

Swedish



Native