



# IVAN CARDOSO

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## SEO SPECIALIST

### PROFILE

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In the 6 years, I have worked with a variety of business offering services in Digital Marketing, devising strategies to drive online traffic to the company website. With an ambition to grow, my work is realised across Local Search optimisation, SEO, Google Analytics, Social Media Strategy, Content Strategy, Keyword Research and Competitor analysis, WordPress and Shopify Platform.

### EXPERIENCE

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#### FREELANCE MARKETING

##### **Brazeting - (Present)**

I have worked with a variety of business offering services in Digital Marketing, devising strategies to drive online traffic to the company website. Improving the usability, design, content and conversion of the company website, developing and managing digital marketing campaigns, overseeing the social media strategy for the company, develops prices and procedures to improve work function.

#### COST ANALYST

##### **Volkswagen - Parts and accessories - (2010- 2013)**

- Assemble data, analyse performance, identify trends and develop recommendations to support Project Management planning and operations
- Provide accurate and timely financial information to management, relevant functional managers, and auditors
- Prepared detailed reports

### SKILLS

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- Search Engine Optimisation, keyword Research and Competitor analysis, Google Analytic, Facebook Ads, Google Adwords, Instagram Marketing, Shopify, Wordpress
- Experience of analysing data, and interpreting strategy models
- Knowledge of the manufacturing industry and customers expectations  
Excellent communication and interpersonal skills
- Superb knowledge of costing procedures and requirements
- Experience in planning and implementing cost benefit policies and analysis
- Working knowledge of business case analysis, cost effectiveness analysis, and audits

# EDUCATION

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| <b>INTERNATIONAL HOUSE AUSTRALIA:</b> | <b>Certificate IV in Marketing and Communication (2019 - 2020)</b> |
| <b>UDEMY:</b>                         | <b>Ultimate Photoshop Training (2019 - 2019)</b>                   |
| <b>UDEMY:</b>                         | <b>SEO Website Backlinks with Google (2019 - 2019)</b>             |
| <b>UDEMY:</b>                         | <b>Growth Hacking with Digital Marketing (2019 - 2019)</b>         |
| <b>DANFORD COLLEGE:</b>               | <b>Diploma of Leadership and Management (2018- 2019)</b>           |
| <b>UDEMY:</b>                         | <b>The Complete Digital Marketing course (2018 - 2018)</b>         |
| <b>DANFORD COLLEGE:</b>               | <b>Diploma of Project Management (2017- 2018)</b>                  |
| <b>UDEMY:</b>                         | <b>Growth Hacking with Digital Marketing (2016- 2016)</b>          |
| <b>BUNIVERSITY PAULISTA - UNIP:</b>   | <b>Bachelor of Business Administration (2012- 2015)</b>            |